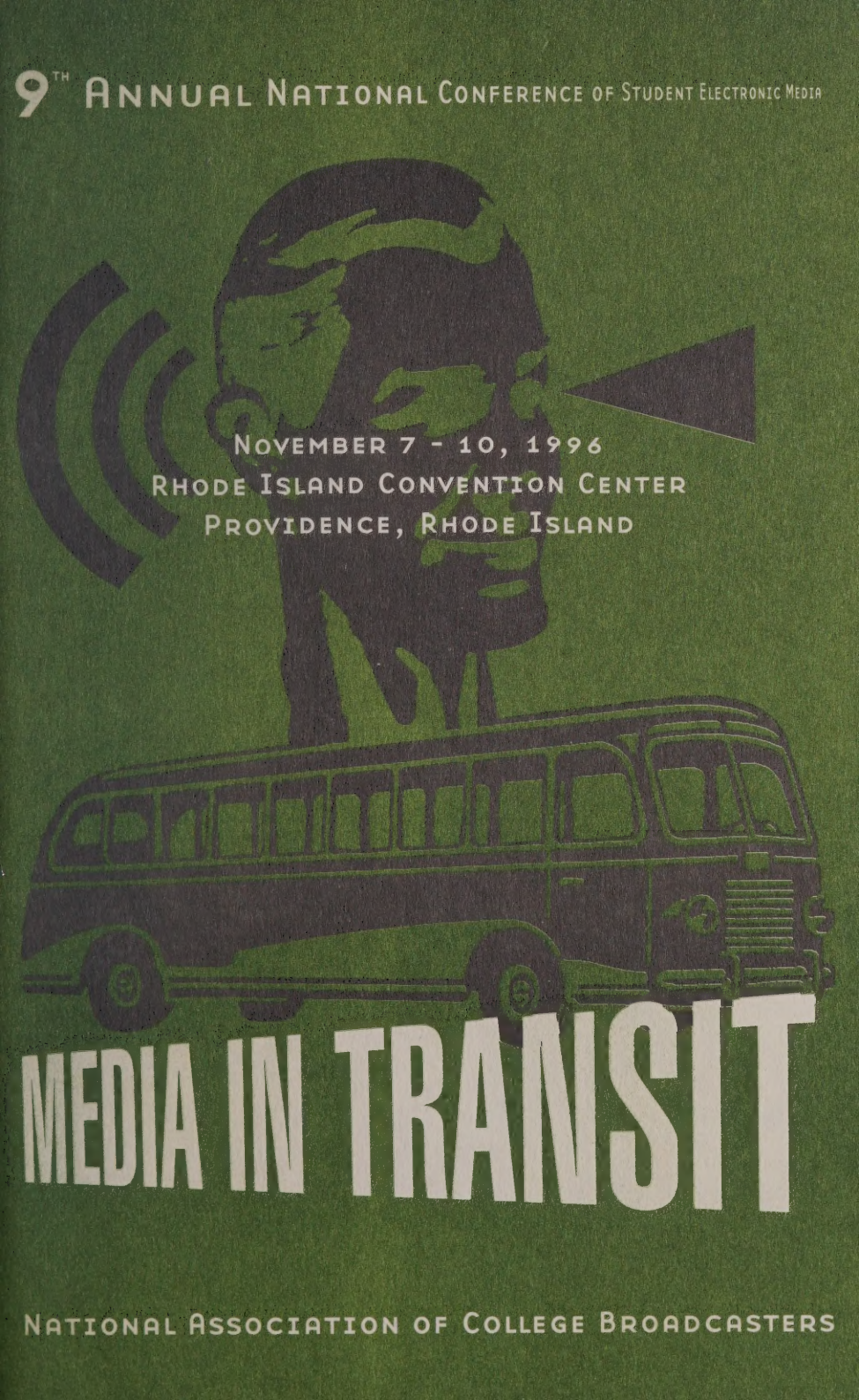


9TH ANNUAL NATIONAL CONFERENCE OF STUDENT ELECTRONIC MEDIA

The background of the poster features a stylized illustration. In the upper half, there is a profile of a person's head facing right, with three concentric curved lines to the left representing radio waves. Below the head, a large, dark-colored bus is shown from a side profile, facing right. The entire illustration is set against a solid dark green background.

NOVEMBER 7 - 10, 1996
RHODE ISLAND CONVENTION CENTER
PROVIDENCE, RHODE ISLAND

MEDIA IN TRANSIT

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS



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info center, badges, parking...



schedule of events **4**

session titles, times & locations at a glance



descriptions of events **11**

all the details, speakers included!



awards ceremony **20**

celebrate the best in student productions



biographies **24**

the lowdown on this year's speakers



map **30**

this will come in handy



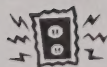
NACB **36**

everything you've always wanted to know
but were afraid to ask



nightlife, etc. **39**

what's brewing in Providence



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navigating the media workshop



Welcome to Providence...

...and welcome to the 9th Annual National Conference of Student Electronic Media. These four days have been established to provide educational opportunities for individuals with an interest in media and communications, and to encourage the attainment of high standards both personally and professionally.

The sessions and events offered throughout the duration of the National '96 were designed to inform you of the issues and advancements affecting the media landscape, to stimulate greater creativity in areas of content, delivery and the application of new media, and to encourage new processes of communication which better serve community interests. Topics range from news and politics to international media and activism, from sales and marketing to music promotion, and from radio and TV programming to broadcasting on the Internet. We hope you take full advantage of those areas that interest you, as well as explore those with which you may have been previously unfamiliar. You will find that National attendees have an impressive array of experience within all facets of the media industry — make contacts, collect cards, and follow up after the conference. You never know what may develop.

"Media In Transit" refers not only to the changes taking place within the realm of technology and communications, but also to the fluidity of the student community. Whether making the transition from high school to college, or from college to the professional world, the skills that have developed from this experience are easy to transfer. NACB has long held the belief that student television and radio stations provide training for some of the most creative minds in the industry. We want our members to discover how far their creativity can take them.

Those of you who gather here are a testament to the purpose of this organization. It is you who are making the vision of NACB a reality, and it is you who will carry that vision forward.

Kristine, Kelley and Mike
NACB Directors



REGISTRATION & INFORMATION

Thursday 12pm-6pm; Friday 9am-6pm; Saturday 9am-6pm

The Registration area is located in the pre-function space on the 5th floor of the Rhode Island Convention Center. This area is the center of NACB's conference operations during the National. To find out information about NACB services or to leave messages for other attendees, please see a conference staff member at the NACB booth.

YOUR BADGE

Your badge is your ticket to every conference event this weekend. Do not lose it! Display it prominently at all times. Badges are non-transferable.

YOUR DINNER TICKET

Only those individuals ordering the non-meat entree for dinner on Saturday evening will receive a dinner ticket in their registration pack. **DO NOT LOSE THIS TICKET.** Place ticket in front of you before being served by convention center staff.

ALCOHOL POLICY

The drinking age in Rhode Island is a strictly-enforced 21 years of age. You will be carded at bars and clubs during your stay in Providence.

PARKING

All attendees may use Providence street parking during the day. In addition, parking is available at the area hotels for guests as well as at the Convention Center itself.

RHODE ISLAND CONVENTION CENTER POLICIES

The Convention Center is a non-smoking facility. We ask for your cooperation in following this and other guidelines posted in the Convention Center.

MEDIA WORKSHOP

**Thursday November 7 from 1-5 pm;
Friday, November 8 from 10am-6:30pm**

Learn about the latest technology through hands-on demonstrations, while gaining tips for better production! NACB's Media Workshop features interactive and educational seminars presented in the Pre-function area and in room 558 A/B.

Presentation Times:

Peace Corps	Booth # 3	Thursday 1:15-1:30
British Information Services	Booth # 9	Thursday 1:35-1:50
Burly Bear	Booth # 5	Friday 11:15-11:30
Philips Broadcast Television	Booth # 6	Friday 3:15-3:30
Coarc Video	Booth # 7	Friday 4:45-5:00



SCHEDULE

track

2 → 2:55

3 → 3:55

NEWS & VIEWS

Educating Your Audience
556A

International
Programming
556A

MANAGEMENT & MEMBERSHIP



Working
with Your Budget
554B

SALES & PROMOTIONS

Sales Managers
Meet & Greet
555B

Niche Marketing
555B

THE MUSIC INDUSTRY

MD's & PD's
554A

Music Licensing:
Radio
554A

RADIO

All Sport Radio
557

Improving Voice
Performance
555A

TV PROGRAMMING

Critical Viewing
556B

Starting a
Student TV Station
556B

TECHNOLOGY FRONTIERS



So You Have a Web Page...
Now What?
557

FACULTY FORUMS

Tenure & Promotion
554B



opening night welcome

Join other stations, faculty, and professionals
in the Rotunda at 5:00 PM on Thursday, November 7th



4 → 4:55

conference schedule at a glance

Student News

556A

Power Communication

554B

Selling on the 'Net

557

Music Licensing:
Television

554A

Radio Theatre

555A

Your Voice, Your Vision

556B

State of the
Student Station

555B



THURSDAY

media workshop 1 - 5 pm
session 1 2 - 2:55 pm
session 2 3 - 3:55
session 3 4 - 4:55
welcome 5 - 6:00

FRIDAY

faculty forum 1 8:30 - 9:15 am
faculty forum 2 9:15 - 10:00 am
media workshop 10 - 6:30 pm
session 1 10 - 11:15
session 2 11:30 - 12:45
LUNCH
session 3 2 - 3:15 pm
session 4 3:30 - 4:45
NACB Business Meeting
session 5 5 - 6:15

SATURDAY

faculty forum 1 8:30 - 9:15 am
faculty forum 2 9:15 - 10:00 am
session 1 10 - 11:15
session 2 11:30 - 12:45
LUNCH
session 3 2 - 3:15
session 4 3:30 - 4:45
keynote & awards 6 pm

SUNDAY

food for
thought brunch 9:30 - noon



SCHEDULE

<i>track</i>	10 → 11:15	11:30 → 12:45
NEWS & VIEWS		Careers in Communications 556A
MANAGEMENT & MEMBERSHIP	Meeting for the GM 554B	
SALES & PROMOTIONS		
THE MUSIC INDUSTRY	The Compilation CD 554A	Record Company Relations 554A
RADIO	Your Issues, Your Airwaves 555A	WBZC Presents... 555A
TV PROGRAMMING	The Documentary 556B	Better Sports Coverage 556B
TECHNOLOGY FRONTIERS	Designing for the Web 557	Broadcasting on the Internet 557

FACULTY FORUMS

- 8:30 - 9:15 New Advisors/New Ideas 556A
- 9:15 - 10 Different Strokes 556A



2 → 3:15

3:30 → 4:45

5 → 6:15

Internships In The
Industry

556A

News Programming
Resources

557

Election '96

556A

NACB Business Meeting
& Elections

554B

Business Law
for Broadcasters\

554B

Effective Sales Tools

555B

Rate Cards & Media Kits

555B

National Student
Radio Cooperative

555B

Music Trades

554A



The Indie 5

554A

From Aircheck
to Paycheck

555A

Phasing in Digital
Production

557

Writing For Radio

555A

Talk/Magazine
Programming

556B



Program Syndication

556B

'Net Ethics

557



shooting straight/
post box editing sessions

Thursday 3-5 pm Friday 9-11 am, 1-3 pm in the foyer.



SCHEDULE

track	10 → 11:15	11:30 → 12:45
NEWS & VIEWS	Examining Ethics 556A	Global Broadcast Systems 556A Newswriting & Reporting Workshop 557
MANAGEMENT & MEMBERSHIP	Indecency, Obscenity & Safe Harbor 554B	Ask a Lawyer/Ask an Engineer 554B Managing Student TV 556B
SALES & PROMOTIONS	Station Promotions 555B	On-Air TV Promotions 555B
THE MUSIC INDUSTRY	Music Formats 554A	
RADIO	Technical Forum for Radio Engineers 555A	Talk Radio 555A
TV PROGRAMMING	U Network 556B	
TECHNOLOGY FRONTIERS		

FACULTY FORUMS

8:30 - 9:15	Teaching Sales & Underwriting 556A
9:15 - 10	F/S Board Meeting 556A
10-11:15	The Internet As A Learning/Teaching Tool 557
11:30 - 12:45	Building Bridges To The Outside World 554A



2 → 3:15

Women in Television
& Radio

556A

Regional Involvement
with NACB

554B

Fundraising &
Development

555B

Student Music
Video Session

554A

Radio Station Basics

555A

The Essentials of
Program Development

556B

Futures Roundtable

557

3:30 → 4:45

First Amendment
Revisited

556A

Managing
Student Radio

555A

Underwriting

555B



Producing Comedy

556B



**6 PM awards ceremony
and keynote address**

SUNDAY

food for thought brunch

9:30 → noon at the Holiday Inn

National '96 Events

OPENING NIGHT WELCOME

NACB invites you to our 9th Annual National Conference. Join other stations, faculty, and professionals in the beautiful Rotunda at 5:00 PM on Thursday, November 7th.

THE NACB AWARDS

DINNER & KEYNOTE ADDRESS

A culmination of all that Media In Transit has to offer. The return of our Awards Dinner and Keynote address occurs in Ballroom A beginning at 6:00PM on Saturday, November 9th. Open seating is available, however we encourage you to mix and mingle. Awards finalists should try to seat themselves towards the front of the room.

THE 6TH ANNUAL NATIONAL STUDENT RADIO AND 6TH ANNUAL NATIONAL STUDENT TV PROGRAMMING AWARDS

The format is a bit different, but the anticipation is much the same. Comedian Jeff Ross returns to host this year's Awards Ceremony. The festivities will begin at 9:00 PM following the dinner and address.

FOOD FOR THOUGHT BRUNCH

You'll be more than fed at this closing event. HBO hosts the final National wrap-up. Feel free to roam, exchange addresses, cards and résumés with friends and professionals in the Grand Ballroom of the Holiday Inn. Meet the NACB Staff to discuss the conference, future ideas or just to say hello from 9:30 until noon.



THURSDAY 2-2:55 PM

Educating Your Audience

The role of the student station should always remain – in part – educational! Join us to discuss the symbiotic relationship between stations and the various non-profit and educational organizations they work with. Student stations can make a difference at your school and in the community. Here's how. **RM 556A**

Steve Ellis, WMSV-FM

Kari Sapsis, Centers For Disease Control
Joshua Rubenstein, Amnesty International

Sales Managers Meet & Greet

An informal gathering of sales managers from student stations. Come discuss the issues affecting your station and brainstorm for the future. **RM 555B**

MD's & PD's

A meet and greet session for Music Directors and Program Directors alike. Gather to discuss the challenges of these positions, and how to solve problems as they arise. **RM 554A**

Lucas Jensen, WMSV-FM
Scott Wilson, WMSV-FM

All Sport Radio

No matter what sport your station covers, this seminar will have tips on how to give your listeners the most complete run of the game. From shoestring budgets to the latest in equipment, you'll learn how to make the fans cheer even louder. **RM 557**

Michael Black, WEOS-FM
Warren Kozierski, WBSU-FM
Ian Clark, WUEV-FM
Michael Petraglia, SportSound
Brendan Greenwood, WGFR-FM
Shawn Holliday, Norwich Navigators

Critical Viewing

Learn how to be a more informed couch potato! This workshop takes a close look at various TV programs in relation to produc-

tion, concept and presentation. How well is the message getting across? Does a message even exist? Find out. **RM 556B**

Terry Meier, Endicott College
Richard Puzzuolo, Deane College

Tenure & Promotion

Faculty and staff for student media are encouraged to join this session to talk about their school's requirements for promotion and tenure, with special emphasis on evaluating creative work in the review process. **RM 554B**

Joe Tarantowski, U. Wisconsin-Superior

THURSDAY 3-3:55 PM

International Programming

What is programming like in other parts of the world? Sample segments of television and radio programs from our foreign counterparts. **RM 556A**

Lenora Brogden Wyatt
NACB Exec. Board, Bennett College

Working with your Budget

How do you run your station when you're low on funds? What if you have no funds? No matter what the size or scale - budget woes are always a factor. Develop strategies with members who know how to get the most with their money – or lack of it! **RM 554B**

Ron Pesha, WGFR-FM
Michael Black, WEOS-FM

Niche Marketing

What's the best way to market your station? This seminar targets specific areas. **RM 555B**

Bruce Kalver, Top Hat Productions
Vic Michaels, The Vic Michaels Sound Co.

Music Licensing: Radio

Music licensing is an area many students question. Learn about your obligation as a broadcaster and producer, and get the latest information. This session focuses on concerns pertaining to radio. **RM 554A**

Dan Spears and Mark Barron, BMI



Improving Voice Performance

Treat your voice like a surgeon would treat his/her hands. Understand how a voice is evaluated by the professionals. Get sound advice and accurate information so you can utilize your voice to the best of its ability.

RM 555A

Drew Jacobs, WBZC-FM

Steve Ellis, WMSV-FM

Connie Blaze, NACB

Starting A Student TV Station

What are the basics for starting a student TV Station? This roundtable covers the preliminary planning, as well as examines how you may get your station "off campus" through local access. **RM 556B**

Adam Sharp, NACB Exec. Board, Northwestern U.

Will Robedee, WNPC TV 6

So You Have A Web Page...

Now What?

OK — So your station has a web page...what's next? This session takes a peek at the web pages out there and explores how to improve or expand upon them. **RM 557**

Brad Bailey, NACB Exec. Board, KTSW-FM

Barry Albright, TECHnology, Ltd.

Josh Greene, Greene Productions

THURSDAY 3-5 PM

Shooting Straight/Post Box Editing

The first of 3 workshops are offered in the prefunction area at various times on Thursday and Friday. Learn basic techniques for shooting and then put your knowledge to the test via Panasonic's Post Box system.

Tony Beretto, Broadcast Video Productions

THURSDAY 4-4:55 PM

Student News

News: a common ground in student radio and TV. This time will allow for introductions and a frank discussion among student

producers and professionals about the challenges in student-produced news programming. **RM 556A**

Dan Rosengard, ISC-TV

Drew Jacobs, WBZC-FM

Rudy Cheeks, The Anchor

Bob Feldman, Associated Press

Suehyla El-Attar, WMSV-FM

Power Communication

Looking for the secret to success? The key to a good interview? What's behind self-confidence? This seminar will teach you how to take command and overcome resistance from others. Take the real power you have and knock 'em dead — in the board room, in the studio, in the corporate offices, and where it counts most: inside you! **RM 554B**

Dave Kane, Dave Kane Ideas

Selling on the 'Net

How does one go about selling on the Internet? This session takes a look at what's out there, and how students can tap in.

RM 557

Music Licensing: Television

Music licensing is an area many students question. Learn about your obligation as a broadcaster and producer, and get the latest information. This session focuses on concerns pertaining to television. **RM 554A**

Radio Theatre

What does it take to produce audio theater for today's audience? From writing and recording to acting and sound design, this workshop will help you see into the elements needed to produce award winning productions. **RM 555A**

Roger Johnson, KUWS-FM

Connie Blaze, NACB

Bob Ball, NACB Exec. Board, WMUL-FM

Your Voice, Your Vision

This seminar presents the power of using television for public service. From research



to writing and production, the process of creating an effective PSA is discussed. Learn what resources are available to assist your stations in educating your audience.

RM 556B

Kari Sapsis, Centers For Disease Control

Bonnie Brown, West Virginia U.

Joshua Rubenstein, Amnesty International

State Of The Student Station

Where is your station in terms of technology? Operations? Staff morale? This discussion examines the status of student radio and television stations and their goals for the future in terms of technology and planning. **RM 555A**

Brad Baily, NACB Exec. Board, KTSW-FM

Bob Shrader, KTSW-FM

Philip Palombo, RIC-TV

Will Robedee, WNPC-TV

THURSDAY 5-6 PM

Opening Welcome and Reception

NACB welcomes you to our 9th Annual National Conference of Student Electronic Media. Meet other stations, faculty and professionals in the Rotunda of the Rhode Island Convention Center.

FRIDAY 8:30-9:15 AM

New Advisors, New Ideas

Join other faculty advisors and station managers in this informal session to discover more ways to shape the future of electronic communications. **RM 556A**

FRIDAY 9-11 AM

Shooting Straight/Post Box Editing

The second of three workshops offered in the prefuction area at various times on Thursday and Friday. Learn basic techniques for shooting and then put your knowledge to the test via Panasonic's Post Box system.

Tony Beretto, Broadcast Video Productions

FRIDAY 9:15-10 AM

Different Strokes

Different strokes for different folks...so the song goes. This seminar examines the various methods of teaching and advising according to school type, station format and institutional organization. **RM 556A**

Ron Pesha, WGFR-FM

Joel Willer, KNLU-FM

Fred Mann, KMAC-TV

Ann Robinson, KBVR-FM/TV

FRIDAY 10-11:15 AM

Meeting for the GM

An informal gathering for student and faculty general managers. Compare and contrast the elements of operation and the issues faced by both student and staff-run stations. **RM 554B**

Steve Ellis, WMSV-FM

Matt Sudbury, KSMC-FM

The Compilation CD

What does it take to put together a compilation CD? Join station members as they discuss the creative process and the effort behind putting together such a venture. **RM 554A**

Scott Wilson, WMSV-FM

Your Issues, Your Airwaves

Join the Executive Director of the Radio Mercury Awards and the recipient of the Dick Clark Student Creativity Fellowship as they demonstrate radio's power as a means of public service. **RM 555A**

Gordon Hastings, Radio Mercury Awards

Traer Scott, N. Carolina State

The Documentary

Independent producers and a cable executive discuss the genre: the commitments, the cost and the content. Clips from current productions will also be shown. **RM 556B**

Lawrence Budner, Rhode Island College

Fred Lewis, Cox Communications

Diane Dolphin, Media Consultants

**FRIDAY 11:30 AM-12:45 PM****Careers In Communications**

This is a double combo offering the best value in career options. Designed for those ready to complete their college education, the first half of this session will touch upon the various career paths students may follow. The remaining time will be spent conducting resume reviews. **RM 556A**

Mike McKinley, NAB

Fran LaSale, RepTemps, Inc.

Julie Ekherth, Ekherth Productions

Mark Kleiner, BMI

Henry Santoro, WFNX-FM 101.7

Steven Blinn, Steven Blinn & Associates

Holly Beretto, Time Inc. New Media

Mark Kozaki, Discovery Animal

Planet Network

Record Company Relations

The best ways to deal with the labels are....? This session should offer some solutions to problems that affect service, promotional tie-ins and the music industry in general. **RM 554A**

Diane Snyder, ASCAP

Jay Frank, Ignition Records

Cheryl Botchick, CMJ

Mike Russo, NACB

Lucas Jensen, WMSV-FM

WBZC Presents....

The 1995 Station of the Year hosts this seminar with fellow station of the year nominees. **RM 555A**

WBZC-FM, Burlington County College

Better Sports Coverage

From the sandlot to the stadium, fans expect to see sports at its best. This seminar will cover the many issues unique to TV sports coverage, including improving play-by-play technique, making after-the-fact reporting coverage during newscasts more dynamic, and obtaining a career in the field. **RM 556B**

Shawn Holliday, Norwich Navigators, NESN

Broadcasting On The Internet

This session offers a look at how broadband technology is rapidly becoming available for transmitting on the Net and Web. Some of the newest and most affordable applications for teleconferencing and audiotransmission such will be operating and available for a closer look. **RM 557**

Philip Polombo, Rhode Island College

Barry Albright, TECHNOlogy Ltd.

Len Clark, WUEV-FM

FRIDAY 1-3 PM**Shooting Straight/Post Box Editing**

The final workshop offered in the prefunction area. Learn basic techniques for shooting and then put your knowledge to the test via Panasonic's Post Box system.

Tony Beretto, Broadcast Video Productions

FRIDAY 2-3:15 PM**Internships In The Industry**

It's what you know and who you know that gets you a job. Much of this is gained through the internship experience. Designed for those in high school through their junior year in college, this session brings recent graduates together with seasoned professionals to explore internship options. Frank discussion and resume reviews are to be expected. **RM 556A**

Geoff Bird, Cinemax

Fran LaSale, RepTemps

Joe Taylor Jr., WXPB-FM

Mark Kleiner, BMI

Tom Brassil, America's Health Network

Holly Beretto, Time Inc. New Media

Effective Sales Tools

What are the tools student sales staffs need to produce effective results? This seminar should focus on improving sales skills and techniques. **RM 555B**

Dick Rakovan, Radio Advertisers Bureau

Jordan Guagliami, The Interep Radio Store



Music Trades

Music trades offer more than playlists – including music reviews, contact names and information about the labels and their reps. Learn more about why this segment of the music industry has the reputation of making or breaking a station's product servicing. **RM 554A**

Cheryl Botchick, CMJ

Diane Snyder, ASCAP

From Aircheck to Paycheck

Demo tapes and résumés are a would-be DJ's entry to a radio station. Oedipus, program director of WBCN-FM (Boston) will evaluate demo tapes on the spot, offering complements and constructive criticism that can help in your search. If you don't have a tape with you, you are still welcome to come and ask questions. **RM 555A**
Oedipus, WBCN-FM

Talk/Magazine Programming

Talk is cheap, but does it have to be trash? How does a magazine format retain a balance between information, creativity and relativity? This discussion will open attendees to the various forms of talk/magazine programming and cover issues relating to structure, organization, guests, interviewing and image. Bring your tapes! **RM 556B**
Dan Panici, U. Southern Maine
Terry Meier, Endicott College

'Net Ethics

Who is the keeper of the Net? This session will examine the privacy puzzle. Who "owns" electronic communications? Who may regulate? How do we handle issues of obscenity, stealing data and the resale of private information? **RM 557**
Philip Palombo, Rhode Island College

FRIDAY 3:30-4:45 PM

News Programming Resources

What are the resources available to assist you in your news operation. Join the

Associated Press, and other industry representatives for a complete update. **RM 557**
Bob Feldman, Associated Press
Holly Beretto, Time Inc. New Media

NACB Business Meeting & Elections

The annual business meeting for the association. Agenda items have been set via responses from within the membership. Executive Board candidates will address the voting delegates prior to election. Ballots are due in by 6:30 pm at the Registration area. **RM 554B**

Rate Cards & Media Kits

Whether it's Pepsi or programming, packaging counts. If your station wants to increase underwriting, it needs an informative media kit. Learn what it takes to prepare a rate card, present your station on paper and produce effective results. **RM 555B**
Jordan Guagliami, The Interep Radio Store

FRIDAY 5-6:15 PM

Election '96

Although the results are in, there is still plenty to discuss. How was each candidate's agenda covered by the media? What role did media play in shaping the issues that became prominent throughout the campaign? Were these the issues that should have been prominent? This is the first campaign which actively used the internet. Did such use lead to new modes of political communication? Election '96 offers an exploration into the relationship between media, technology and the voting public. **RM 556A**
Dirk Smillie, Freedom Forum
Media Studies Ctr.
Kay Israel, Rhode Island College
Adam Sharp, NACB, Northwestern U.
Marcia Rock, New York U.

Business Law for Broadcasters

NACB legal guru Cary Tepper offers this session on the basics of business law as it pertains to your station. **RM 554B**
Cary Tepper, Booth, Freret, Imloy & Tepper



National Student Radio Cooperative
NACB and The Interep Radio Store offer student stations the opportunity to be involved in a national cooperative in order to generate revenue. Come find out what it's all about, and what promotions are in the works. **RM 555B**

Jordan Guagliami, The Interep Radio Store
Michael Russo, NACB

The Indie 5

You are guaranteed to learn at least 5 new things about indie labels — and maybe more! Hear the word from those who live it. Join reps as they discuss the world of independence. **RM 554A**

Jay Frank, Ignition Records

Phasing in Digital Production

Everything is coming up digital. This session takes a look at the tools available for radio stations, and discusses how digital technology may be implemented on a gradual basis. **RM 557**

Barry Albright, TECHNOLOGY Ltd.

Joe Taylor Jr., WXPN-FM

Warren Kozierski, WBSU-FM

Charles Renner, KMNR-FM

Writing For Radio

The right words can truly stimulate the theatre of the mind. Discover the elements of writing for radio all over again. **RM 555A**

Rudy Cheeks, WHJJ-AM

Donna Sprague, WARA-AM

Ron Reino, WSFX-FM

Bonnie Brown, West Virginia U.

Bob Ball, NACB Exec. Board, WMUL-FM

Program Syndication

What are the elements required to syndicate a television program? This session examines the role of organizations such as the National Association of Television Programming Executives (NATPE) and independent programmers. **RM 556B**

Brian Nurenberg, Burly Bear

SATURDAY 8:30-9:15 AM

Teaching Sales & Underwriting

Underwriting is a crucial element for a large number of student run stations. This forum discusses how station advisors and managers may assist student sales staff in their endeavors. **RM 556A**

Cary Tepper, Booth, Freret, Imlay & Tepper
Frank Hogan, WGLS-FM

SATURDAY 9:15-10 AM

NACB Faculty/Staff

Advisory Board Meeting

A brainstorming session for the NACB Faculty/Staff Advisory Board. Meet the chairpersons for each of the selected committees, and share your opinions or suggestions on how faculty and staff may become more involved in NACB planning and services. Open to all. **RM 556A**

SATURDAY 10-11:15 AM

Examining Ethics

There is a delicate balance between the media's responsibility to the viewers as a source of information and education, and a quest to generate revenue and ratings. Are these interests and responsibilities polar opposites? Are messages being altered? Is objectivity dead? This session takes a look at these ethical questions as well as what inner struggles a student may have to tackle if placed in the same position. **RM 556A**

Indecency, Obscenity & Safe Harbor

Debate over what is indecent or obscene has yet to end. New restrictions and regulations affect both student-run and professionally-manned stations. Get an update on the latest briefings. **RM 554B**

Dr. Robert Hilliard, Emerson College
T. Barton Carter, Boston College



Station Promotions

What makes a great station promotion? Join promotion directors past and present to find some practical, creative and even outrageous ways to promote your station.

RM 555B

Joe Taylor Jr., WXPB-FM

Jordan Guagliami, The Interep Radio Store
Cha-Chi LoPrete, WBCN-FM, Boston

Music Formats

What is the purpose of student radio in relation to music and music formats? This session is destined to put an extra kick in your morning. **RM 554A**

Todd Grant, WLKW, Providence

Jay Frank, Ignition Records

Technical Forum For Radio Engineers

This session covers existing station upgrade recommendations, ANSI compliance, New FM licensed service and unlicensed facilities. It's the perfect time to ask questions, and learn what you need to know to keep your station in sync. **RM 555A**

Laura Mizrahi, Communication Technologies

Frank Hogan, WGLS-FM

Will Robedee, WFNP-FM

U Network

U Network® is the national network for student produced programming. This discussion will outline the network's current status in terms of programming and distribution, as well as discuss future goals and affiliate participation. **RM 556B**

Kelley Cunningham, NACB

Nicholas DeNinno, NACB Exec. Board, GSTV

Adam Sharp, NACB Exec. Board, Northwestern U.

The Internet as a Learning/Teaching Tool

The Internet is now a major factor in distributing information. This session will demonstrate what resources may be utilized by faculty via the Internet, and what implications its use may have for education. **RM 557**

Eloise Greene, ICTV

SATURDAY

11:30 AM-12:45 PM

Global Broadcast Systems

The information age seems to have made the world appear a bit smaller. This session may or may not alter that view. Join in an examination of broadcast systems and operations from around the globe. **RM 556A**

Indra DeSilva, Boston College

Lenora Brogdon-Wyatt, Bennett College

Robert Hilliard, NACB, Emerson College

Newsriting & Reporting Workshop

Writing and reporting are key elements in news coverage. This workshop is designed to help improve these skills for more effective presentation.

Henry Santoro, WFNX-FM, Boston

Julianne Witmyer, New England Cable News

Suehyla El-Attar, WMSV-FM

Meghan Goldstein, WFNX-FM, Boston

Ask A Lawyer/Ask An Engineer

NACB's own legal and engineering counsels will answer your FCC and other technical and legal questions. Learn about the Commission's rule changes, how they will affect student stations and how to define what is permissible in broadcasting and cable. **RM 554B**

Cary Tepper, Booth, Freret, Imlay & Tepper

Laura Mizrahi Communication Technologies

On-Air TV Promotions

Just what is "Must See TV"? With particular attention to television, this session takes a look at an area crucial to the positioning of any network or station that wants to retain a unique identity. **RM 555B**

Talk Radio

Does talk radio continue to revolutionize the industry? Hear professionals talk about coordinating guests and topics as well as the roles people play outside the control room. Producing a great talk radio program requires more than sitting in a booth with a



phone and a headset, this session takes a look at where the format is headed. **RM 555A**
Rudy Cheeks, WHJJ-AM
Donna Sprague, WARA-AM

Managing Student Television

Lights, cameras and – problems. Don't let challenges interrupt your action! Discuss staff recruitment, volunteer concerns, working with administration, handling budgets, your station handbook, and working with advisors in this session. **RM 556B**
Eloise Greene, ICTV
Fred Mann, KMAC

Building Bridges to the Outside World

This forum takes a look at the link between academia and the industry from several perspectives. First, what options are available for faculty in terms of training and fellowships, and second, what resources are available to assist students in their quest for internships, training and job placement. **RM 554A**
Don Panici, U. Southern Maine
Glenn Gutmacher
Joel Willer, KNLU-FM
Mike McKinley, NAB

SATURDAY 2-3:15 PM

Women In Television & Radio

Women in the industry are not such a rarity anymore, but there are still lingering concerns of a "Glass Ceiling." This session offers frank views on what alternatives are available for women in terms of career choices, family and professional goals. **RM 556A**
Holly Beretto, Time Inc. New Media
Julianne Witmeyer, New England Cable News
Donna Sprague, WARA-AM
Michele Keir, WPRI-TV

Regional Involvement with NACB

Get connected with other stations in your area. While NACB is a national resource for student electronic media, we can help

you to improve relations with other student operations to learn directly from one another. **RM 554B**
André Perry, Ramapo College
Steve Ellis, WMSV-FM
Kristine Hendrickson, NACB

Fundraising & Development

The belt is tightening all over. This NACB favorite touches upon creative development techniques and ways to increase funding to your station. **RM 555B**
Glenn Gutmacher
Kelley Cunningham, NACB
Mike Russo, NACB

Student Music Video Session

A jam session for student music video program producers. See the 1996 music video finalists, and bring your own works to screen and critique. **RM 554A**

Radio Station Basics

From starting a student station, to upgrading your current station, this seminar features the experts in engineering, equipment and legal advice. **RM 555A**
Laura Mizrahi, Communication Technologies
Allen Myers, FCC
Cary Tepper, Booth Freret, Imlay & Tepper
Frank Hogan, WGLS-FM

The Essentials of Program Development

What does it take to develop the quintessential television program or student film? Professionals delve out tales from first hand experience in this session. **RM 556B**
Mark Kozaki, Discovery Animal Planet Network
Douglas Liman, NACB Board of Trustees, Think Tank Entertainment

Futures Roundtable

This roundtable discussion will provide an inside look at developing media and where technology is heading. **RM 557**
Edward Chen, AT & T Labs - Research
Patrick Rafter, Media 100 Inc.



SATURDAY 3:30-4:45 PM

First Amendment Revisited

What rights are protected under the First Amendment? How far does this protection go? This discussion lends some thought to how wide the blanket of the First Amendment may be spread. **RM 556A**

T. Barton Carter, Boston College

Dr. Kay Israel, Rhode Island College

Underwriting

This session allows you to converse with professionals who can answer your queries about the legalities of underwriting and promotions. **RM 555B**

Cary Tepper, Booth, Freret, Imley & Tepper

Vic Michaels, The Vic Michaels Sound Co.

Frank Hogan, WGLS-FM

Ron Reino, WSFX-FM

Managing Student Radio

What obstacles can block the progress of student radio? How can you work with administration, and outside agencies to keep your operation in check? Get tips on working with advisors, recruiting staff and maintaining your own sanity around the station. **RM 555A**

Allen Myers, FCC

Michael Keith, Boston College

Richard Puzzuolo, Deane College

Bob Shrader, KTSW-FM

Producing Comedy

A showcase of sorts, this session provides comedy writers and producers with a chance to discuss the ins and outs of producing student comedy. Consider it a jam session for comedic talent. **RM 556B**

Nicholas DeNinno, NACB Exec. Board, GSTV

Association members and industry professionals join in celebration of student electronic media. We believe Michael McKinley will further our tradition of hosting keynote speakers who serve as touchstones for the industry.

6th Annual National Student Radio & TV Programming Awards

And the winners are...the moment of truth has arrived. Welcome comedian Jeff Ross as he returns to host this year's awards ceremony.

SUNDAY 9:30-NOON

Food For Thought Brunch

You'll be more than fed at this closing event. HBO hosts the final National wrap-up. Feel free to roam, exchange addresses, cards and résumés with friends and professionals in the Grand Ballroom of the Holiday Inn. A special "Meet the NACB Staff" session to discuss the conference, future ideas or just to say hello will be held from 11:00 until noon.

SATURDAY EVENING 6 PM

9th Annual NACB National Conference Keynote Address and NACB Awards Dinner

A testament to the purpose of NACB.



THE 6TH ANNUAL NATIONAL STUDENT RADIO AWARDS

CREATIVE PRODUCTION

- WSFX-FM Luzerne County Community College, "*WSFX Holiday Show*"
WGLS-FM Rowan College of New Jersey, "*Early Bird Special*"
WGLS-FM Rowan College of New Jersey, "*It Was Actually Mrs. Insana's Driveway*"
WGLS-FM Rowan College of New Jersey, "*Rowan '95 - The Profs Return to Glory*"
WSFX-FM Luzerne County Community College, "*OSPN Olympic Show*"

DJ AIRCHECK

- KTCC-FM Colby Community College, "*Hawkeye Phillips*"
KKSM-AM Palomar College, "*Tony Brittan Aircheck*,"
WVUA-FM University of Alabama, "*Lee & Wolfe*,"
WMSV-FM Mississippi State University, "*Cleopatra*"
WWSP-FM University of Wisconsin-Stevens Point, "*The Greener Side*"

BONNEVILLE DOCUMENTARY/NARRATIVE

- WGLS-FM Rowan College of New Jersey, "*Generation X - Exceptional or Experimental*"
WONC-FM North Central College, "*Alcohol Abuse*"
WMUL-FM Marshall University, "*Soldier by Chance: The Life and Times of Albert Gallatin Jenkins of Greenbottom, WV*"
WMUL-FM Marshall University, "*Oklahoma: We Remember*"
KALX-FM University of California-Berkeley, "*Affirmative Action*"

ABC-RADIO NEWS/SPORTS REPORT

- WBKE-FM Manchester College, "*Manchester's Mike Emrick*"
WONC-FM North Central College, "*Baseball Strike*"
WMSV-FM Mississippi State University, "*Caught in the Middle: 4 County vs. TVA*"
WMSV-FM Mississippi State University, "*Is Your Homework Really Worth It?*"
WWSP-FM University of Wisconsin-Stevens Point, "*Jacksonville Jaguars Summer Training Camp Update*"

PREMIERE PLAY-BY-PLAY

- WBKE-FM Manchester College, "*MC vs. Anderson*"
WMUL-FM Marshall University, "*Marshall U. vs. U. of Montana*"
WRBB-FM Northeastern University, "*Boston College at Northeastern, Hockey East*"
KJHK-FM University of Kansas, "*KU vs. UCLA, Men's Basketball*"
KJHK-FM University of Kansas, "*KU vs. East Tenn., Women's Basketball*"



This 6th Annual competition recognizes outstanding individual productions and overall efforts at student stations. Please join us in congratulating the finalists of this year's competition.

The continuing support from across the media industries has made this awards competition a success. The awards were coordinated by NACB with first and final round judging by leading professionals in the radio industry.

TALK/MAGAZINE PROGRAM

- WNYU-FM New York University, "Number One Show"
- WUOG-FM University of Georgia, "Athens AM"
- WEOS-FM Hobart & William Smith Colleges, "To the Point"
- WJPZ-FM Syracuse University, "Focus"
- WRHU-FM Hofstra University, "Hofstra's Morning Wake Up Call"

PROMO/PSA

- WGLS-FM Rowan College of New Jersey, "You Never Call Your Mother"
- WMUL-FM Marshall University, "WMUL-FM's Newscenter 88-Media Self Promotion"
- KJHK-FM University of Kansas, "KJHK on the Internet"
- KDLX-FM Northwest Missouri State University, "Blockparty Weekend Promo"
- KULV-FM University of La Verne, "Party's Over"

INTEREP COMMUNITY SERVICE/MARKETING CAMPAIGN

- 106VIC Roy H. Park School of Communications, "50 Hour Marathon"
- WBZC-FM Burlington County College, "Community Service"
- KRUI-FM University of Iowa, "Radiothon"
- WMUL-FM Marshall University, "The Journey Through the Tourney"
- KWTS-FM West Texas A&M University, "KWTS, The One 91.1"

FACULTY/STAFF RECOGNITION

- WBZC-FM Burlington County College, "Drew Jacobs"
- WEOS-FM Hobart & William Smith Colleges, "Michael Black"
- WMWA-FM Glenbrook South High School, "Dell Kennedy"
- WMUL-FM Marshall University, "Dr. Charles G. 'Chuck' Bailey"
- WBSU-FM SUNY Brockport, "Warren 'Koz' Kozireski"

STATION OF THE YEAR

- WGLS-FM Rowan College of New Jersey
- KKSM-AM Palomar College
- WMUL-FM Marshall University
- KWTS-FM West Texas A&M University
- WMSV-FM Mississippi State University



THE 6TH ANNUAL NATIONAL STUDENT TV PROGRAMMING AWARDS

COMEDY CENTRAL COMEDY

CCM Channel 3 DePauw University, "*Jelly Donut*"

KVR9 University of Texas at Austin, "*Vicious Cyclone II, Episode II*"

MSU Telecasters Michigan State University, "*The Show, Episode #21*"

EIV Emerson College, "*Daly Cry's Garage*"

GSTV SUNY Geneseo, "*Nocturnal Transmissions*"

A&E/THE HISTORY CHANNEL DOCUMENTARY

KVR9 University of Texas at Austin, "*Quiet Pictures: The Photojournalism of Margaret Thomas*"

Channel 42 Dutchess Community College, "*Learning in Progress: No Place Called Home*"

Channel 42 Dutchess Community College, "*Learning in Progress: Unsung Heroes*"

EIV Emerson College, "*The Making of the Magic - '95 EIVV's*"

NUTV Norwich University, "*Boston Hockey*"

HBO DRAMA/NARRATIVE

ICTV Ithaca College, "*Semesters Vol. IV; Episode II*"

WNYF-TV SUNY Fredonia, "*Credit Hours Vol. III; Episode 4*"

EIV Emerson College, "*In a Land Far Away*"

EIV Emerson College, "*This is Not a Sales Call*"

Cable 13 Duke University, "*Ivy Tower Episode #4 - Hard Times*"

MTV MUSIC VIDEO PROGRAM

KVR9 University of Texas at Austin, "*See, Episode #18*"

FVSC Fort Valley State College, "*Gospel Connections*"

FVSC Fort Valley State College, "*The Beat*"

FVSC Fort Valley State College, "*Phat Jamz*"

WMSV-FM with The Television Center Mississippi State University, "*Alternative Vision*"

CNN NEWSCAST

ICTV Ithaca College, "*The News Tonight*"

OUTV University of Oklahoma, "*Norman News*"



This 6th annual competition recognizes outstanding student productions in all programming genres. Please join us in congratulating the finalists of this year's competition. The continuing support from across the broadcast and cable industries has made this awards competition a success. The awards were coordinated by NACB with final judging by leading professionals in the industry.

Channel 14/K14HY-TV University of Kansas, "Channel 14 News Update"
CTV Colorado State University, "CTV News 4/26/96"
CUTV California University of Pennsylvania, "CUTV Newscenter This Week #1"

NEWS/SPORTS REPORT

Studio One University of North Dakota, "Classic Cars"
Studio One University of North Dakota, "Camera"
NYU-TV New York University, "Internet Package #1"
NUTV Norwich University, "Norwich Today: 'Firefighters'"
NUTV Norwich University, "Norwich Today: 'Special Olympics'"

ESPN PLAY-BY-PLAY

TV-5 University of Wisconsin-Platteville, "Pioneer Sports TV"
ICTV Ithaca College, "Cornell Big Red Basketball"
RMC-TV Robert Morris College, "RMC Basketball"
RMC-TV Robert Morris College, "RMC Football"
RMC-TV Robert Morris College, "Fight Night VI"

CABLE POSITIVE PROMO/PSA

KMAC McAllen High School, "Dealing With Doubts"
RMC-TV Robert Morris College, "Traveler's Aid Society: Rugby Tournament PSA"
NYU-TV New York University, "NYU-TV News Promo"
WMJF-LP Towson State, "Beans Promo",
SMU-TV Southern Methodist University, "Protect Yourself"

TALK/MAGAZINE PROGRAM

Studio One University of North Dakota, "Studio One, Show #148"
KVR9 University of Texas at Austin, "Cyberia #17"
WDMC-TV Roosevelt High School, "Timeline"
UATV University of Arkansas, "On the Hill"
NUTV Norwich University, "Norwich Today: 'Woodstock, VT'"

**Holly Beretto**

Producer, Time Inc. New Media

Holly is a producer for Time Inc., New Media's News Exchange, a full-service, interactive news organization, responsible for providing news updates and packages to the New York 1 cable channel, CNNfn, and 4,000 home subscribers in metropolitan Orlando. Holly has worked as an associate producer for WGME-TV in Portland, Maine; WJAR-TV in Cranston, RI and WJXT-TV in Jacksonville, Florida. She holds an M.A. in Communication Studies from St. Louis University in Missouri and a B.A. in Mass Communication from Franklin Pierce College in New Hampshire. Holly has been a part of NACB since 1990, where she had her first internship. She has since served two terms as an E-Board member and has been a speaker at various Regional Conferences and the National.

Tony Beretto

President, Broadcast Video Productions

Tony Beretto has been a professional photographer and videographer for 25 years. His work has appeared on CNN, ESPN, "American's Most Wanted" and Japanese TV. In addition, Tony worked for WJAR, WLNE, WPRI here in Rhode Island, as well as freelancing for several affiliates around the world. Tony is the owner and president of Broadcast Video Productions, a video production company specializing in commercial accounts. He is an avid sports fan and, with his daughter Holly, produced and directed The R.I. High School Sports Report, which received two awards for Excellence in Public Access Programming. Tony is the official videographer for the Providence Bruins.

Geoffrey Bird

Writer/producer, Cinemax

Geoff is currently a writer/producer of on-air promotion at the Cinemax cable network. He has also worked as an associ-

ate director at Sports Channel Pacific in San Francisco. Geoff graduated in 1991 from Boston U. with a B.S. in broadcasting/film. During his junior year, he served as General Manager of WTBU-AM, the school's carrier current station. Geoff is a former member of NACB's Executive Board of Directors (1989-90).

Michael Black

GM-WEOS-FM/Hobart &

William Smith Colleges

Michael Black has a varied communications background starting in radio in high school at WBKT-FM, Brockport. Michael entered commercial radio at WWBK while attending college. He made the jump to TV as a broadcast engineer for WXXI-TV Rochester, and as a post production engineer for WHYY-TV in Philadelphia. He came full circle by accepting his current position at Hobart & William Smith Colleges. Michael also freelances in the field of Television, working for ESPN, CBS, and other networks, in addition to producing sports for radio, including the Men's Lacrosse Championship for the NCAA. He currently is on the board of Eastern Public Radio.

Steven M. Blinn

Pres. & Owner/Steven Blinn & Associates

Steven Blinn is responsible for the origination of all new business, as well as managing, developing and directing all communications programs. He oversees the formulation of all creative concepts incorporating public relations, marketing, new technology, advertising and event management. With more than 15 years of public relations and marketing experience, Steven has helped many Fortune 1000 companies reach their public relations and marketing goals. Before starting Steven Blinn & Associates, Mr. Blinn was Director, Media Relations for Broadcast Music Inc. Mr. Blinn earned his bachelor's and masters



degrees from St. John's University and Adelphi University, respectively.

Cheryl Botchick

Associate Editor, CMJ New Music Report

Cheryl spent four years at WUJC-FM/ John Carroll U. in Cleveland where she became Music Director at the end of her freshman year. During her 3 1/2 year tenure, she "headed up lotsa projects and music department renovations", with the most notable being a 12-track local CD sampler last spring. At the end of her senior year Cheryl was offered her position at CMJ.

Lawrence Budner

Prof. of Communications/R.I.C.

Lawrence Budner is a professor at Rhode Island College who also produces documentaries, such as his current production about the longest continual strike in American history. Previous documentaries include: "Choice of Dress", about an 80-year-old cross-dresser, "Hypergraphics", about art utilizing the fourth dimension, and "Wonder of the World".

Bonnie M. Brown

West Virginia University

Bonnie Brown is a visiting professor of broadcast news at the Perley Isaac Reed School of Journalism, West Virginia University. She is completing her Ph.D. in mass communications from the School of Journalism at the University of Wisconsin-Madison. Brown holds a master's degree in journalism from the University of Texas at Austin and a bachelor's from Iowa State University. Her recent broadcast credits include serving as executive producer for both "A Conversation with Charles Kuralt," and an hour long talk show featuring CNN star Larry King. She conducts creative writing/ creative thinking workshops and has taught groups ranging from publishers and high school teachers to first graders and penitentiary inmates. Two of her workshops

specialties: overcoming writer's block and reinventing the ordinary.

Len Clark

WUEV-FM, U. of Evansville

Len Clark is currently the station manager at the University of Evansville where he is also a member of the faculty. Since becoming station manager, WUEV has been a National Association of Broadcasters Marconi Award nominee—Jazz Station of the Year for three consecutive years. Mr. Clark previously taught broadcasting and communication courses at Kentucky Wesleyan College and as a graduate assistant at Indiana State University. He also has professional broadcast experience at numerous radio and television stations as well as public relations experience with the Indianapolis Colts. Mr. Clark holds degrees from Vincennes University, Butler University, Indiana State University, and the University of Notre Dame.

Jeff Cohen

Senior Director, Writer/

Publisher Relations, BMI

As Senior Director, Writer/Publisher Relations at BMI's New York office, Jeff Cohen plays an important role in fostering the performing rights organization's relationships with new songwriters and publishing. He is also responsible for assisting developing songwriters and composers and is the original creator of BMI's Acoustic Round-Up, a monthly showcase of new talent playing in the round, and BMI's Collaborators Connection, a monthly gathering of songwriters exchanging ideas and phone numbers. In addition, Cohen represents BMI at various music industry conventions and music schools through panel and seminar participation, as well as through being a guest lecturer. Cohen has signed such artists as Lisa Loeb & Nine Stories, Joan Osborne, Dog's Eye View, and the Spin Doctors, and is instrumental



in keeping BMI on the cutting edge of new music. Cohen joined BMI's General Licensing department in March 1989, later moving to the company's Marketing department as Coordinator. He then transferred to the Writer/Publisher Relations department as an assistant and was named Associate Director in July 1994. He joined Warner/Chappell Music Publishing as Creative Manager in early 1995 and returned to BMI in late 1995 as Senior Director, Writing/Publisher Relations. Cohen received his Bachelor of Arts from Franklin and Marshall College in Lancaster, Pennsylvania where he studied English and Government.

Kelley Cunningham

Development Director, NACB

A member of the NACB staff team since October 1994, Kelley's contributions to NACB and the National extend back three years prior. Kelley has taken on resource development for the association and her primary responsibilities are acting as liaison to corporations and foundations, cultivating donor interest, developing special projects, planning fundraising/special events, coordinating public relations for the organization, and managing U Network®. Kelley brings to NACB her development and fundraising expertise from Harvard Medical School, where she was formerly employed as a Development Associate. A graduate of LaSalle U. in Philadelphia, Kelley was actively involved in student media as a writer and copy editor for *The Collegian* and the news department of WEXP, LaSalle's Explorer Radio.

Rudy Cheeks

WHJJ-AM

Rudy was a musician and songwriter with The Fabulous Motels & The Young Adults. He has acted and/or performed in numerous short and feature films, three of which featured his musical compositions. Rudy's

other accomplishments include performing a nightclub act called "Comediac" where he showed bad films doing a running commentary, and writing a weekly column for The Providence Eagle. He is presently a columnist for The Providence Phoenix, previously known as The NewPaper. He produced and hosted Cox Communications, cable television variety and geek show, Club Genius, and was the 1984 winner of the RI State Film and Video Award. Rudy has been a talk radio host for WHJJ-AM, WALE-AM, and WPRO-AM. He has co-hosted morning and afternoon drive on WHJY-FM (AOR format). Most importantly, at one time Rudy owned all of Sammy Davis Jr.'s Nehru suits.

Steve Ellis

General Manager, WMSV-FM

Steve Ellis is the General Manager of WMSV-FM at Mississippi State University. He has been in commercial broadcasting for 20 years and in 1994 was hired to build a 14,000 watt station on the campus of MSU. Under his guidance, WMSV has been recognized by its peers with 7 national and 37 statewide broadcasting awards since it went on the air in March Of 1994. WMSV is one of the stations finalists for NACB's "Station of the Year" award this year and also has staff members among the finalists for the "DJ of the Year" and "News Reporting" categories.

Bob Feldman

*Regional Television Executive,
Associated Press*

Bob's responsibilities at the Associated Press leave him covering the nine Northeastern states, introducing AP wires, graphics, video, electronic computerized newsrooms and on-line internet news services. During the Viet Nam conflict, Mr. Feldman wrote, shot, and produced video tapes for training troops. Upon his discharge, he started as a news writer and producer at WPIL-TV in Philadelphia. In



Scranton, PA, he served as news director, program director and promotions manager...simultaneously and then became station manager. Mr. Feldman served as a producer at WEWS-TV in Cleveland and executive producer at WFSB-TV in Hartford before moving to assistant news director back in Philadelphia at WPVI-TV. He was station manager for the campus radio station at Syracuse University where he earned his degree in broadcast journalism from the Newhouse School of Communications.

Jay Frank

Ignition Records

Jay Frank is currently involved with marketing and promotions at Ignition Records in Red Bank, New Jersey. Mr. Frank was a finalist in 1992 for DJ/Air Personality of the Year and graduated from Ithaca College.

Eloise Greene

Manager, Television Operations, ICTV

Eloise Greene has been general manager for Ithaca College Television (ICTV) since 1985. Previously she worked in promotion, programming and development for PBS stations in New York, Ohio and Wisconsin. She has a M.S. in communications and recently completed a masters in library science.

Jordan Guagliumi

The Interep Radio Store

A 1995 graduate of Syracuse University, Jordan is beginning his career as a national radio rep at the Interep Radio Store. He recently completed an intensive 14 week training course called the Radio Apprenticeship Program. His past experience includes working at WWYZ-FM in Hartford, CT as a promotions assistant, and with NewCity Communications of Syracuse (WBBS-FM, WYYY-FM). Jordan is a student station alum, having worked at WJPZ-FM as a disc jockey, and promotions director.

Meghan Goldstein

Morning Show Producer & Research Director, WFNX-FM

Meghan Goldstein carries a double title at WFNX-Radio Anarchy Boston. While a senior at Emerson College in 1993, Meghan represented WERS at NACB, where she met members of the FNX staff and coordinated an internship opportunity. Her internship quickly turned into part-time employment as a news anchor and reporter which was parlayed into a full-time gig. Meghan knows how difficult it can be to make contacts and get advice from professionals — if you don't make it to one of her seminars, feel free to contact her on the web: www.meg@wfnx.com.

Robert Hilliard

Professor of Mass Communication, Emerson College

Robert's many accomplishments include being the former Chief of Educational (Public) Broadcasting Branch, Federal Communications Commission in Washington, D.C. and the former Chair of the Federal Interagency Media Committee of The White House. He was also appointed by the Secretary of Education as Chair of the Educational Technology Subcommittee of the Federal Interagency Committee on Education. Robert founded The International University of Communications in Washington, D.C., and is the author of eleven books (17 volumes) including Global Broadcasting Systems and The Broadcast Century. His educational background includes a Ph.D. from Columbia University; an M.F.A. and M.A. from Western Reserve University; and a B.A. from the University of Delaware.

Kristine Hendrickson

Conferences & Member Relations Dir., NACB

A member of the NACB staff since October 1994, Kristine's responsibilities have included coordinating the past two National



conferences and NACB regional conferences, managing membership and member services, facilitating NACB's internship program and working with the Faculty/Staff Advisory Board.

Kristine received a B.S. cum laude in TV-Radio/media management from Ithaca College in 1992. She went on to receive a Master's Degree in Social Sciences, with a concentration in European media from the Universiteit van Amsterdam. She is a former member of NACB's Executive Board of Directors (1989-90).

Frank J. Hogan

WGLS-FM, Rowan College

Frank Hogan has been General Manager of 89.7 WGLS-FM since 1991. He supervises a volunteer staff of 130 students from all majors at Rowan College of New Jersey. Frank also teaches an advanced radio production course. In addition to his role at Rowan College, he serves as an Adjunct Professor in the Communications Department at Cabrini College in Radnor, Pennsylvania and as a Broadcast Engineering Consultant for WXVU-FM, Villanova University.

Since 1972, Frank has served in various positions in the radio broadcast industry including Vice President & General Manager at WTYO radio, Broadcast Engineer/Producer/ DJ at WFIL-AM/WUSL-FM, and Chief Engineer at WPBS-FM and WYSP-FM in Philadelphia.

Shawn Holliday

*Director of Broadcasting,
Norwich Navigators*

An alum of Marshall University's WMUL-FM, Shawn Holliday currently serves as the Director of Broadcasting for the New York Yankees' Double A affiliate, the Norwich Navigators. In addition, Shawn does play-by-play of the Navigator's games on New England Sports Network (NESN).

He is also the Director of Football Radio Broadcasts for Yale University. Prior to his arrival in New England, Shawn held broadcast positions with the Lynchburg Red Sox, Home Team Sports, and Liberty Television Network.

Drew Jacobs

WBZC-FM, Burlington County College

With the January 1995 broadcast premiere of WBZC-FM at Burlington County College, Drew will have helped put three college stations on the air. In addition to managing WBZC-FM Drew serves as the advisor to the Explorer Post 889, broadcast Explorers, instructor and advisor to students studying communication at Burlington County College. Drew covered the "Baby M" custody trial for station WOBM-FM in Toms River, New Jersey, and has won several radio news awards from the Associated Press in New Jersey. He is also a member of the Radio and Television News Directors Association Education Task Force.

Roger Johnson

U. Wisconsin-Superior

Roger Johnson began college in math & physics but fell in with evil companions and changed to mass communications. He left without graduating in order to pursue a 30-year radio career. Johnson returned to college and completed his degrees in mass communications and physics. He is now a graduate assistant assigned to the two stations affiliated with the U. Wisconsin-Superior and Wisconsin Public Radio. He has been writing performing and directing radio drama since 1966.

Bruce Kalver

Top Hat Productions

With close to thirty years in the entertainment business, Bruce grew up in an entertainment family. His Grandfather was an assistant to Houdini and his mother was a singer. His Grandmother danced with



Valentino in the silent movies. Today, as well as being a talk show host, Bruce is a professional magician and Producer and Director of Top Hat Productions which produces Murder Mystery Evenings and plays throughout the New England Area.

Dave Kane

President, Dave Kane Ideas

Dave Kane offers over thirty years of broadcast knowledge. He has garnered experience as a disc-jockey, account executive, producer, commercial writer, director of marketing and promotion and talk show host. As Station Manager for WARA radio, Dave was directly responsible for operations, programming staffing and sales. Under his tenure, WARA received The National Association of Broadcasters "Crystal Award" for excellence in broadcasting.

Dave continues to be very active in his own promotion and marketing business. Dave Kane Ideas is a company that consults in marketing promotion and advertising for malls and shopping centers, as well as major corporate accounts throughout New England.

Michael C. Keith

Prof. of Communication, Boston College.

Michael Keith is currently a professor of communication at Boston College and he is the author of several noted books, including "The Radio Station", "Signals In the Air", "The Broadcast Century", and most recently "Global Broadcasting Systems". Mr. Keith also held a variety of positions at WRCH, WINZ, WHJJ, and others stations as well. He is also the former Chair of Education at the Museum of Broadcast Communications.

Mark Kozaki

Director of Operations

Discovery Animal Planet Network

Mark Kozaki has been with Discovery Communications, Inc. since 1986. He has been the administrator of the

company internship program, worked in the Researcher Group & Program Evaluation Department and also as Senior Manager of Program and Production Planning. As the Director of Operations for Animal Planet, he is responsible for all the day-to-day general administration, management and operations the network. He also has been employed for the Arbitron Ratings Company, Multivision Cable TV and various broadcast stations. Mr. Kozaki also has experience as an instructor. He earned a B.A. and a M.A. from William Paterson College, and is a Ph.D. candidate at the University of Maryland.

Frederick Mann

Instructor/Sponsor,

KMAC Television and Radio

Fred Mann has been an advisor and instructor to McAllen - Memorial - Rowe High Schools since 1977. His professional experience includes being a producer/ editor and photographer for Best Mann Productions, and serving as a Sports Stringer for KGBT-TV - 4. His associations include the Texas Association for Educational Technology, the National Press Photographers Association and the National Association of College Broadcasters.

Michael McKinley

Dir. Broadcast Resources, NAB

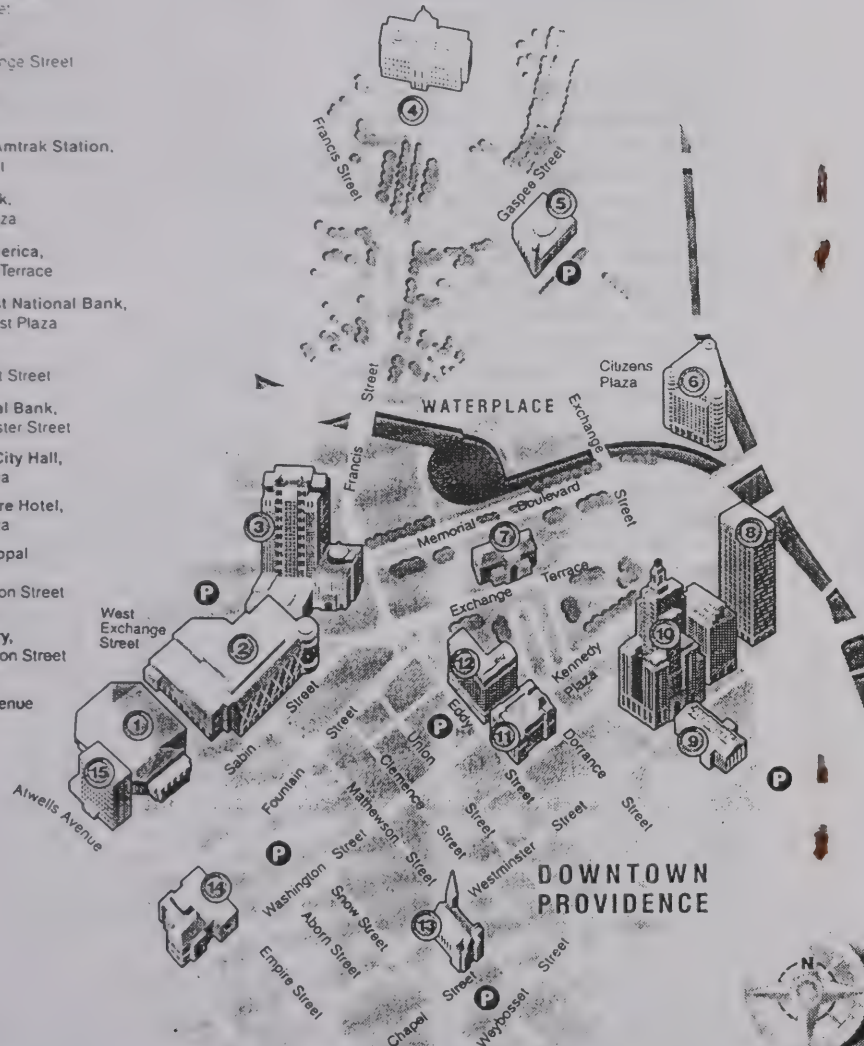
Michael D. McKinley is Director of Human Resource Development and Broadcast Resource Programs for the National Association of Broadcasters (NAB). He also directs the NAB's nationally renown Employment Clearinghouse, a free job-referral service for radio and TV stations.

Prior to joining the NAB, Mr. McKinley served as an associate professor of Telecommunications Management at The Pennsylvania State University. He has also served as an adjunct professor of Communications Studies at The American

Guide to downtown Providence

POINTS OF REFERENCE

- ① Providence Civic Center,
1 La Salle Square
- ② Rhode Island
Convention Center,
99 Sabin Street
- ③ Westin Hotel,
1 West Exchange Street
- ④ State House,
Smith Street
- ⑤ Providence Amtrak Station,
Gaspee Street
- ⑥ Citizens Bank,
1 Citizens Plaza
- ⑦ Cookson America,
40 Exchange Terrace
- ⑧ Hospital Trust National Bank,
1 Hospital Trust Plaza
- ⑨ The Arcade,
65 Weybosset Street
- ⑩ Fleet National Bank,
111 Westminster Street
- ⑪ Providence City Hall,
Kennedy Plaza
- ⑫ Omni Billmore Hotel,
Kennedy Plaza
- ⑬ Grace Episcopal
Church,
175 Mathewson Street
- ⑭ Providence
Public Library,
225 Washington Street
- ⑮ Holiday Inn,
21 Atwells Avenue



P Parking garages



Providence, East Side

Brown University



University. Mr. McKinley has 20 years of radio and television news talent and management experience. He has held positions with NBC and CBS News, the Mutual Broadcasting System, Satellite News Channel, ABC News, WKZO-TV (Kalamazoo, MI) and WSWB-TV (Orlando, FL).

Terry Meier

Endicott College

Dr. Terry J. Meier, a current member of NACB's Faculty/Staff Advisory Board, is an Associate Professor of Communications at Endicott College in Beverly, Massachusetts. Meier teaches courses in media production, writing, criticism/analysis and social effects. He has spent the last 13 years in higher education as a teacher, an advisor to campus-based radio stations, and as a consultant developing mass media departments/programs. He has taught at various sized institutions in California, Texas, Missouri, Oklahoma, Kansas, South Dakota and Massachusetts. He has also worked professionally as a disc jockey and as a director/producer of various television programs. Meier received his degrees in Radio-TV-Film from Pepperdine University in Malibu, California (BA and MA) and from the University of Missouri-Columbia (Ph.D.).

Vic Michaels

The Vic Michaels Sound Company

Vic is Operations Manager at WGAO-FM, the student station at Dean Junior College in Massachusetts, and serves as an Assistant Professor of Communications at the college. In addition, he is the president and original founder of Southern New England's largest professional DJ service, aptly named The Vic Michaels Sound Company.

Besides his teaching and entrepreneurial pursuits, Vic has 18 years of professional radio experience in Providence, including his current position on-air at WPRO-FM.

Laura M. Mizrahi

Vice President/Technical Consultant, Communications Technologies, Inc.

Laura is involved in the corporate management of a broadcast consulting engineering firm based in Marlton, New Jersey. She is involved with day to day hands-on consultation with clients which include numerous educational institutions, electronic equipment manufacturers, investment firms and commercial broadcast stations. She specializes in preparation of FM engineering statements and applications before the FCC, FAA and local governing bodies.

Laura has served as NACB's engineering counsel since 1989, giving our membership much needed advice on broadcast engineering concerns. She is a member of the National Association of Broadcasters, the National Society of Broadcast Engineers, the National Association of Female Executives and NACB. She has participated in seminars held by NACB at the annual NAB Convention.

Allen Meyers

Communications Analyst, FCC

Allen Myers has been employed by the Federal Communications Commission since 1970. During his first ten years with the FCC Mr. Myers was located in the Commission's Educational Broadcasting Branch under the supervision of Dr. Robert Hilliard. His work involved serving as a liaison for the FCC with the nation's public broadcasting stations, members of Congress, Federal and state agencies, and the public. Since 1980, Mr. Myers has worked in the Audio Services Division where he is responsible for authorization of service for FM broadcasting stations. Mr. Myers is recognized within the Commission and by college broadcasting stations as an expert in the field of public radio. He readily responds to Email and phone calls and is a regular contributor to the NACB listserv.



Allen is a graduate of Miami University, Oxford, Ohio.

Oedipus

Program Director, WBCN-FM, Boston

Oedipus is responsible for 24-7 of live radio, including music, production, news, announcers and, most recently, the formation of The New England Patriots Rock Radio Network. Everything contributing to the overall station sound must first meet his creative standards. Beginning at WTBS (now WMBR) at MIT, then moving the WBCN, he gained notoriety by introducing Punk/New Wave to Boston and to the country. Named to the position of Program Director in 1981, Oedipus is a multiple Bill board and Gavin Program Director of the Year recipient. He continues to host the acclaimed "Nocturnal Emissions", the longest-running new music show on radio (since 1977). Oedipus is a member of NACB's Advisory Board.

Philip Palombo

Assistant Professor, Rhode Island College

Phil is not your typical communications professor. Yes, he's managing director of the RIC Telecommunications Lab, conducting several hands-on courses in TV studio and field production and editing, and he serves as faculty advisor to RIC-TV, the student video organization. But he's also the principal and product manager of the Millis, MA-based Abbate Video, Inc.

Abbate is the developer of the VideoToolkit™ line of video editing software for the Macintosh and Windows. The core technology is patented for its implementation of direct cable control and software. Abbate is recognized as a pioneer developer for videotape and the Macintosh, and is an authorized Apple and MacroMedia Developer.

Phil has presented at numerous computer and video conferences in the U.S. and Europe, as well as producing RIC's own

New Media Technologies Conference, now in its third year, dedicated to exploring new technologies. He has also taught at Southern Massachusetts U. (now U. Mass.-Dartmouth), published numerous articles and won several awards for his video productions.

Previous to RIC and Abbate, Phil was employed as production manager at Greater Media Cable in Worcester, MA, from 1985-90, where he developed and managed the advertising sales division's production department. One of his innovations there was VideoPages™, a 24-hour animated Classified Advertising and Promotions Channel, which was the cable TV industry's first classified channels developed on the Macintosh platform. Phil also served as program director of R.I. CATV Corp./Times Mirror Corp. in Providence, R.I. from 1982-85.

He received a B.A. in Video Art from the Union of Experimenting Colleges & Universities in Yellow Springs, OH, and his M.F.A. in Media from the Massachusetts College of Art in Boston.

Andre Perry

Director, International Telecom. Center, Ramapo College

As the Director of the International Telecommunications Center at Ramapo College, André oversees the operation of all radio, television, cable, satellite and interactive media. He is the advisor to Ramapo's student stations, and teaches several courses in communications and broadcast management. André has long been a supporter of NACB, and has coordinated several Mid-Atlantic Regional Conferences for the organization.

Ron Pesha

WGFR-FM, Adirondack Community College

1995 marks the 9th year that Ron has been involved in a NACB conference. An Associate Professor of Broadcasting



at Adirondack Community College in Queensbury, New York, Ron has worked seventeen years in commercial television and radio.

Ann Robinson

KBVR FM/TV, Oregon State U.

Ann Robinson is faculty advisor to KBVR FM and TV, the student stations of Oregon State U. Previously, she worked in public radio news and in television news at the CBS affiliate in Eugene, Oregon. In addition to advising the FM and cable TV station, Ann is the Assistant Director of OSU Student Media, a founding member of the Interactive Multi-Media curriculum committee, and supervises Liberal Studies workshop credit for student broadcasters.

Ann has a B.A. in Journalism from the U. of Oregon, and a MAIS in communication and post-secondary education from Oregon State U.

Dana Rosengard

News Director, LSC-TV

Dana is currently designing and teaching a series of courses in broadcast journalism and news at Lyndon State College, in Lyndonville, VT. His work includes the review of on-air performance and the management of a nightly, student-run newscast. His previous experience in the business has included the positions of midday producer at WCVB-TV in Boston and the 11 O'clock producer at WJAR-TV in Providence.

An active member of RTNDA, SPJ, and the American Federation of Teachers, Rosengard received a MS in Journalism from the Medill School of Journalism at Northwestern University, and a BA in Communication from the University of New Hampshire.

Bob Shrader

KTSW-FM, Southwest Texas State U.

Bob Shrader is general manager/faculty adviser of KTSW, the student-operated

radio station at Southwest Texas State University in San Marcos, Texas. Shrader has been on the faculty at SWT for 18 years and student radio adviser for 14 years. Prior to entering the teaching profession, Shrader worked in commercial broadcasting as a journalist. During that time he was writer and producer of "Marijuana and the Law," winner of the George Foster Peabody Award for radio public service. Shrader is a former president of the United Press International Broadcasters Association of Texas and a previous winner of the Texas Intercollegiate Press Association Adviser of the Year award.

Tony Silvia

*Associate Professor,
University of Rhode Island*

Tony is a former television news reporter and anchor who currently conducts TV news workshops for students and professionals nationwide. He holds both a masters degree and Ph.D. from the University of Birmingham, England and is the author of dozens of articles in both trade publications and academic journals. A member of the NACB Faculty/Staff Advisory Board since its inception three years ago, Tony is also at work on his first book, and has just returned from Atlanta where he completed a CNN Faculty Fellowship.

Diane Snyder

Director Member Relations, ASCAP

Diane is a ten year veteran of the music industry. She began her career as a College Marketing Field Representative for CBS Records-Nashville taking such artists as Mary-Chapin Carpenter, Darden Smith, George Jones and Rosanne Cash to the college market. After moving to New York, she spent four and a half years with CMJ as Marketing and Sales Director. Diane was involved in the Music Marathon convention, CMJ New Music Report, CMJ New Music Monthly and CMJ Canada. She works close-



ly with writers and publishers worldwide. She also works on a variety of ASCAP events including writer and artist showcases, educational and informational panels and discussions for writers.

Diane graduated from California State University, Long Beach with a B.A. in radio, television, and film.

Donna Sprague

Operations Dir., WARA-AM

A rare liberal, Donna has been exclusively involved in talk radio for seven years at area stations such as WPSP in Taunton, WBSM in New Bedford, and WALE in Providence. She is admittedly addicted to the power of talk radio, and believes it is the ultimate open forum for opinions. She is currently the Operations Dir. at WARA-AM, and takes pride in her involvement with progressive programs that place a heightened emphasis on media and social change. In addition, she has hosted many local cable T.V. forums in the Massachusetts/Rhode Island Area.

Joe Taylor Jr.

Producer, WXPB-FM

Joe Taylor's career officially started the day he moved to the Ithaca College campus, when WICB's News Director forcibly removed him from a passing orientation group to help cover a breaking story. After devising bizarre on-air stunts such as World Domination Week, he was awarded Second Place in NACB's Promotions Director of the Year Competition in 1991.

Joe worked with fellow NACB presenter Jay Frank to develop ICTV's music video series Frequency into a nightly half-hour with a serious cult following. During his Ithaca College career, Joe also worked with Group W in Philadelphia and Financial Times Television in London.

Currently, Joe draws on his dual backgrounds in news and entertainment as

producer for The Difference, a weekly series hosted by Todd Rundgren, distributed to over 40 commercial stations by United Stations Radio Networks.

Cary Tepper

Partner, Booth, Freret Imley & Tepper, P.C.

Cary has served as NACB's communications legal counsel for the past seven years. He graduated from Hofstra U. in 1980 with a B.A. in Broadcast Journalism. In 1985, Cary earned his law degree from the Washington College of Law at The American University. Since 1985, Cary has been practicing communications, entertainment and trademark law in the Washington, D.C. area. Cary's law practice includes the representation of over 200 commercial radio and television stations throughout the country. Cary's firm also represents the Society of Broadcast Engineers and the American Radio Relay League.

Joel Willer

KNLU(-FM), Northeast Louisiana University.

Joel Willer joined the NLU faculty in 1984, where he primarily teaches in the areas of station management, broadcast regulation, and audio production. He has served as the General Manager of KNLU(FM) since 1985. While at NLU he also was instrumental in the planning, grantwriting, and design of northeast Louisiana's only NPR/PRI radio station, KEDM(FM). He previously taught television and radio courses at Southeastern Louisiana University. Mr. Willer holds undergraduate and graduate degrees from Kent State University. He is a past member of the NACB Executive Board of Directors, and currently serves on our Faculty/Staff Advisory Board.

NACB was founded in 1988 in order to fulfill perceived needs in student electronic media by opening the channels of communication between student radio and TV stations.

NACB provides its members many services which parallel those that their professional counterparts receive.

NACB organizes a National and regional conferences; publishes College Broadcaster, the only trade magazine geared to the student electronic media community; produces the NACB Station Handbook, the most comprehensive annual handbook for student radio and TV station operations; and operates U Network®, the first student-produced, national satellite TV network. NACB thus allows student stations to focus their efforts on more creative tasks and saves them from having to address problems already solved by other stations.

Other general services of NACB include:

Member Support Services Free aid from NACB staff and member stations range from support letters to referrals to stations who have dealt with similar problems. Our professional legal and engineering counsels are also only a phone call away. In addition, NACB represents members on national and local issues affecting student media.

NACB Listserv & Web Site For the latest information on FCC rulings to hundreds of listings of jobs, internships and awards available to students, just log on! Or share ideas with other student stations across the globe.

Student Radio Cooperative Student radio stations can earn up to thousands of dollars annually from this underwriting venture with The Interep Radio Store. We bring national advertisers and promotions to stations through FCC-legal, non-commercial student radio.

Radio ratings Discounted Arbitron ratings to non-commercial student radio.

Other services NACB members can obtain NAB publications at the member rate without paying NAB dues.

NACB offers a wide range of services and benefits to interested individuals and institutions. There are five types of members:

- Station Membership (\$75/year)
- Department Membership (\$75/year)
- Professional Membership (\$30/year)
- Faculty Membership (\$20/year)
- Student Membership (\$20/year).

More information on NACB, its services and membership is available by visiting the NACB booth at the National or by calling or writing NACB at any time.

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Tepper, Telos, Tom Zorabedian, the entire
Nicholson House Staff, B-TV, and numerous
other volunteers who have given generously
of their time and energy to make this
exhaustive event possible.

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NACB REGIONAL CONFERENCES

The ultimate vision
of NACB is realized
through its commitment
to bring together the
students and faculty
whom it serves.
Come face-to-face
again this spring at
one of our Regional
Conferences.



THE NACB Mid-Atlantic REGIONAL CONFERENCE OF STUDENT ELECTRONIC MEDIA

February 21 -23, 1997 Host: GSTV, SUNY Geneseo, Geneseo, NY

THE NACB Southwestern REGIONAL CONFERENCE OF STUDENT ELECTRONIC MEDIA

April 3 - 5, 1997 Host: U. Texas - Austin, in association with
the Texas Intercollegiate Press Association and the Southwestern
Journalism Conference. Austin, TX

If your school or station would like information on hosting
a regional conference, attend the Regional Involvement session
on Saturday, November 9, 1996 at 2:00,(rm.554B) or visit
the NACB Booth. You may also contact Kristine Hendrickson,
-Conferences & Member Relations Director at 401.863.2225.



After a full day of panels, information immersion, and networking galore you deserve a fun night out. We KNOW, you're going to be at the Awards on Saturday night in the convention center Ballroom, but that still leaves a few evenings free to frolic. Check out the *Providence Phoenix* newspaper for an updated list of happenings in this great city. Free copies can be found in the doorways of most local businesses. Also, here is a list of some places to check out. All are a short distance from downtown or the east side.

DOWNTOWN PROVIDENCE

Club Babyhead 73 Richmond Street, 421-7170

Alternative bands most every night.

The Strand Washington Street, 272-8900

A newer place in town, this club often has djs spin music, and sometimes has live bands.

The Call 15 Elbow Street, corner of Chestnut 421-7170

Blues-oriented live music, free with conference badge.

Trinity Brewhouse 186 Fountain Street 453-2337

A local favorite, Trinity features the best in homemade brew.

Blimpie 180 Westminster Street, 861-1115 *Sandwiches, salads and snacks.*

Down City Diner 151 Weybosset Street, 331-9217

Providence Biltmore Hotel, Kennedy Plaza

One of the host hotels for the conference attendees, this place sports Stanford's, a classy, medium-priced restaurant right in the lobby.

The Westin Hotel

Attached to the Convention Center, this hotel features a restaurant and several lounges for your evening pleasure.

The Holiday Inn, Atwells Avenue

Another of the host hotels, and the location of the Food For Thought Brunch, the Holiday Inn features the Black Swan Restaurant and Lounge.

EAST SIDE

Brown Bookstore, Thayer Street

From cards and books to Brown sweatshirts and souvenirs, this place is a full-fledged college bookstore worth visiting before you leave.

Geoff's, 63 Benefit Street, and Angell & Thayer

Two locations for some of the best sandwiches in town. (NACB Recommendations include the Rickman's Reuben, Havarti Five-0, Chicken George and the Albuquerque Turkey)

Z Bar & Grille, Wickenden Street

Found on the corner of Wickenden and Brook Streets, this savvy restaurant features some mouthwatering favorites.



Contributors

Representing a broad spectrum, the following have lent their time, resources and support to the National '96. Many of them came to the conference because they have a special message to convey to you here in our pages.

AGE Network/History TV

The Arts & Entertainment cable network has taken off from its renowned documentary programming by launching History TV among many other great additions.

ABC Radio Network

ABC Radio International brings leading programming to affiliates in over 90 countries. ABC offers affiliates many distinct advantages, such as world news and information services, programming power and revenue generating opportunities.

BMI

Broadcast Music, Inc. is a music licensing organization which logs college station airplay. To find out more about BMI call 212-586-2000.

Bonneville International

Bonneville International Corporation is a major national and international firm engaged in the commercial broadcast and media communications business. Representing a value-driven company, Bonneville employees are value-driven.

Cable Positive

Cable Positive is the industry organization which examines the role of media, especially cable television, in generating awareness of the importance of the prevention and control of HIV/AIDS.

The Cartoon Network

A division of Turner Program Services who brings you your favorite toons, as well as "Space Ghost Coast to Coast".

CNN

An investment in the future of journalism by Turner Program Services.

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It's a bird, it's a plane... no, it's America's only all comedy cable TV network.

ESPN/ESPN2

The sports programming network which covers all your favorite events including ESPN2's Extreme Games which take place in '96 in Providence.

HBO

HBO is comedy, sports, movies, original programming, and a heck of a lot more. HBO also owns and operates the Cinemax cable network, as well as part-time interest in Comedy Central.

The Interep Radio Store

The nation's largest full-service sales and marketing company for radio advertising.

MTV

The music video cable network that has diversified into "MTV Sports", "MTV-Newst" and much more.



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Central Ave., Albany, NY 12206 (phone)
800-323-9262 X104 (fax) 518-432-6974
contact: Mary Winans

IN MEMORY

*In pursuing our own ambitions, we often
fail to recognize that we are part of
something larger. An association such
as NACB is more than names on a roster.
The students, stations, professionals
and faculty that support this organization
share a common purpose to further
the future of the industry and to raise
standards previously established. When
a station struggles, we struggle with it.
When a station loses a member
through a senseless act of violence,
we all experience the loss.*

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Cindy Ann Nannay

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Public Affairs Director and DJ
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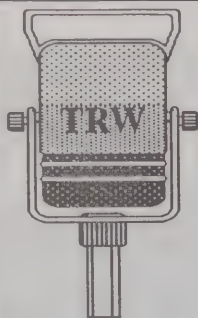
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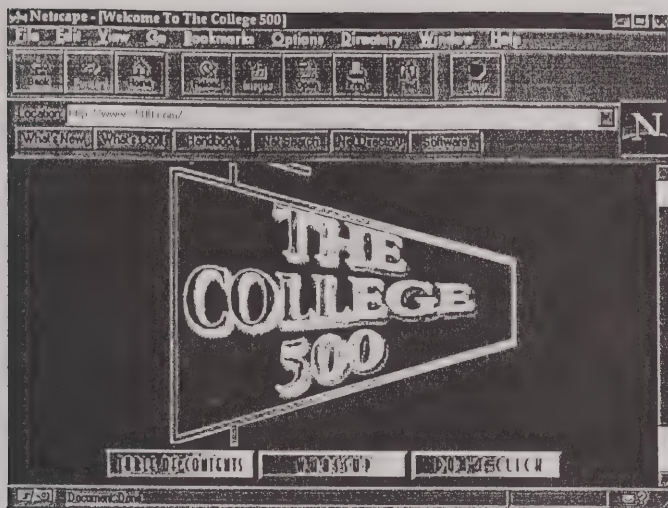
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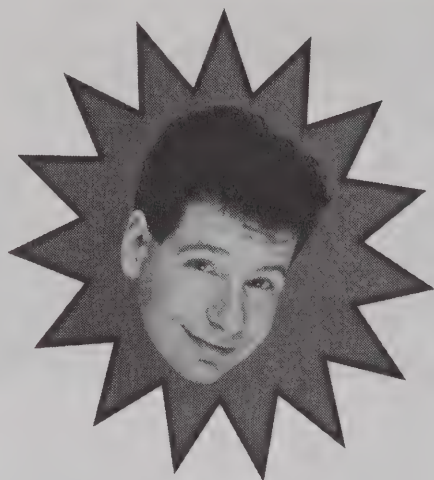
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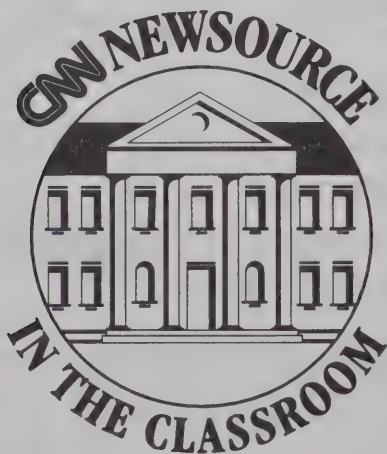


ODE TO JEFF ROSS

The streams of tears
Have poured from our eyes
As you've made us laugh—
You're a comic prize.
But if you're not funny tonight,
We'll break your friggin' neck.



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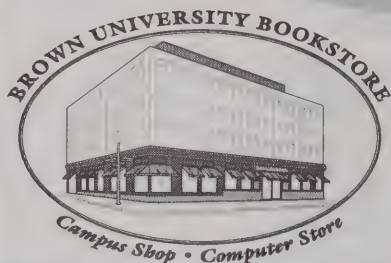
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Saturday Nov. 9 21+

Bad Band 9:30pm
Joyrates 11:00pm
Shot In the Dark 12:30am
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Sunday Nov. 10 2:00pm 21+

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country rock

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INFO LINE 421-7170 CLUB LINE 421-7241



Congratulates
all of this year's entrants
and salutes
the excellent work of NACB.

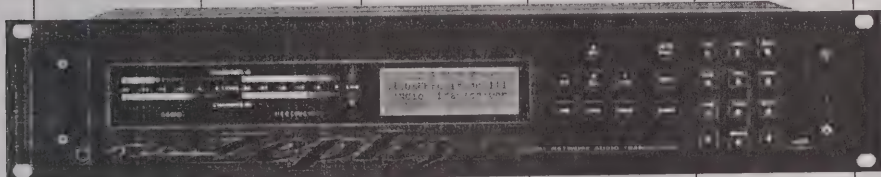
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(BUT YOU KNOW THAT'S NOT TRUE).



**CONGRATULATIONS TO THE NOMINEES OF THE
MUSIC VIDEO PROGRAM AWARD!**



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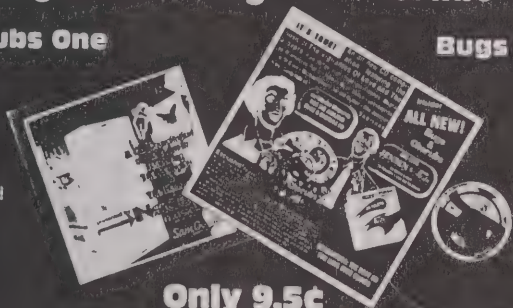
GET IT HEARD

on Insider Magazine's Bugs & Cherubs CD Sampler

Bugs & Cherubs One

Artists:

The Samples
The Hannibals
Steve Ellis
Collective Soul
The Freddy Jones Band
Bill Miller
Groove Politics
The Miss Alans
The Elvis Brothers



**Only 9.5¢
per CD!**

Bugs & Cherubs Two

Artists:

Vigilantes of Love
The Drivers
MagnaPop
Widespread Panic
Human Men Dance
Acropierce
Sons of Elvis
Michael Been
Sordid Humor
The Junction
Shoes
Candy Hateful
Sabras

Insider magazine's Bugs & Cherubs samplers feature the best in cutting edge rock.

Don't miss this opportunity to reach this \$42 billion market representing 22 million 18-29 year olds. The new music sampler creates an opportunity for bands to expose their music to people who are really interested in music. This sampler will be direct mailed to college radio stations, college newspapers, college programming boards and music industry professionals. This program is an incredible value packed public relations campaign for new and emerging bands. This is the most inexpensive and efficient way to hire your own PR firm.

Limitations:

All bands are subject to approval by Insider publishers. Selection of music will be based upon space availability, musicianship and quality of master.

Distribution:

Insider will distribute the sampler as follows:

- 600 units to college radio station program directors
- 2,000 units to college newspaper entertainment editors
- 400 units to college programming boards (talent buyers)
- 1,000 units to music industry professionals
- 6,000 units to Insider subscribers
- 10,000 - 40,000 listeners on the Internet
- Press campaign conducted by Insider magazine to all college and major media (Billboard, Variety, MTV, etc.)
- Promotional ads in over 20 other trend setting publications including CMT, Spin, Access and many others
- Representation of the CD Sampler at all major music industry conventions: New Music Seminar, SXSW, Foundation Forum, etc.

For a detailed listing of specific magazines and locations for the sampler's CD Sampler ask your AE. Total circulation of promotional pieces averages over 5,000,000 units or copies used to promote the CD per semester.

Cost:

- \$250.00 per song (songs exceeding four minutes will be charged an additional \$75.00 per minute).
- Ad PR Coupon space also available in booklet @ \$2,000/panel.

Objective:

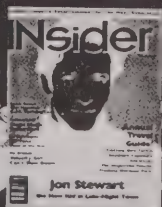
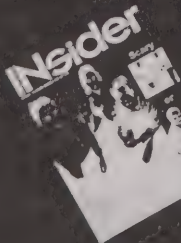
Increase awareness of new music within the college market, college and mainstream media, music industry and public.

DEADLINE:

Interested parties must submit payment in full (one DAT or CD master) and a release form. Materials for the Fall CD Sampler by August 1st and October 1st for the Spring Sampler. Please call your account executive to reserve your space.

Insider
magazine

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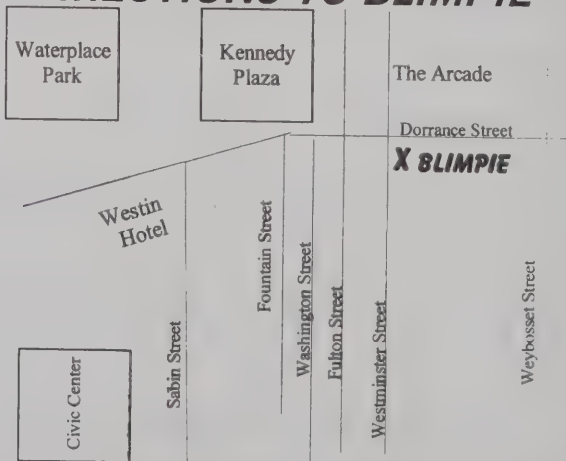
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DIRECTIONS TO BLIMPIE



the national

9th annual conference of student electronic media

Awards Dinner & Keynote Address

Michael McKinley, National Association of Broadcasters

6th annual national student radio awards

&

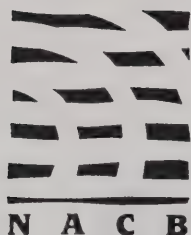
national student TV awards

Saturday, November 9, 1996

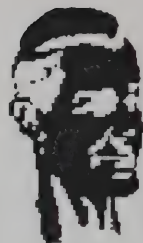
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ESPN **HBO** INTEREP RADIO STORE **MTV** PREMIERE RADIO NETWORK



MEDIA IN TRANSIT



1996 Keynote Address

Michael McKinley

Dir. of Broadcast Resource Programs, NAB

Michael D. McKinley is Director of Human Resource Development and Broadcast Resource Programs for the National Association of Broadcasters (NAB). He also directs NAB's nationally renowned Employment Clearinghouse, a free job-referral service for radio and TV stations.

Before joining NAB, Mr. McKinley served as an associate professor of Telecommunications Management at Pennsylvania State University. He has also served as an adjunct professor of Communications Studies at The American University. Mr. McKinley has 20 years of radio and television news talent and management experience. He has held positions with NBC and CBS News, the Mutual Broadcasting System, Satellite News Channel, ABC News, WKZO-TV (Kalamazoo, MI.) and WSWB-TV (Orlando, FL.)

Mr. McKinley has been a constant supporter of student media throughout his career. His current projects at NAB bring him close to the efforts of student broadcasters. Tonight, he will address the continuing evolution of electronic media, the Telecommunications Act and their net effect on the future of student broadcasting. It is our pleasure to welcome him to our 9th annual conference.

6th annual national student radio awards E national student TV awards

01. INTEREP RADIO STORE Community Service/Marketing Campaign

- "50 Hour Marathon", 106 WIC / Ithaca College
- "Community Service", WBZC FM / Burlington County College
- "Radiothon", KRBV FM / University of Iowa
- "The Journey Through the Journey", WMUL FM / Marshall University
- "KWTS, The One 911", KWTS FM / West Texas A&M University

02. Promo/PSA for Radio

- "KJHK on the Internet", KJHK FM / University of Kansas
- "Party's Over", KULY FM / University of La Verne
- "You Never Call Your Mother", WGLS FM / Rowan College of New Jersey
- "Blockparty Weekend Promo", KDIL FM / Northwest Missouri State University
- "Newscenter 88 Media Self Promotion", WMUL FM / Marshall University

03. Cable Positive Promo/PSA

- "Dealing With Doubts", KMAC / McAllen High School
- "Traveler's Aid Society: Rugby Tournament PSA", RMC TV / Robert Morris College
- "NYU TV News Promo", NYU TV / New York University
- "Protect Yourself", SMU TV / Southern Methodist University
- "Beans Promo", WMJF-LPTV / Towson State

04. ESPN Play by Play

- "Pioneer Sports TV", TT-5 / University of Wisconsin Platteville
- "Cornell Big Red Basketball", ICTY / Ithaca College
- "RMC Basketball", RMC TV / Robert Morris College
- "RMC Football", RMC TV / Robert Morris College
- "Fight Night VI", RMC TV / Robert Morris College

05. PREMIERE RADIO NETWORKS Play by Play for Radio

- "MC vs. Anderson", WBKE FM / Manchester College
- "Marshall U. vs. U of Montana", WMUL FM / Marshall University
- "Boston College at Northeastern, Hockey East", WRBB FM / Northeastern University
- "KU vs. UCLA, Men's Basketball", KJHK FM / University of Kansas
- "KU vs. East Tenn, Women's Basketball", KJHK FM / University of Kansas

06. Radio News/Sports Report

- "Manchester's Mike Emrick", WBKE / Manchester College
- "Baseball Strike", WQNC / North Central College
- "Caught in the Middle: A County vs. TVA", WMSY FM / Mississippi State University
- "Is Your Homework Really Worth It?", WMSY / Mississippi State University
- "Jacksonville Jaguars Summer Training Camp Update", WWSF FM / University of Wisconsin Stevens Point

07 News/Sports Report

- "Classic Cars" Studio One / University of North Dakota.
- "Camera" Studio One / University of North Dakota.
- "Internet Package 1" NTU TV / New York University.
- "Firefighters" Norwich Today" NUTV / Norwich University.
- "Special Olympics" Norwich Today" NUTV / Norwich University.

08 **ON** Newscast

- "The News Tonight", ICTV / Ithaca College.
- "Norman News", OUTV / University of Oklahoma.
- "Channel 14 News Update", Channel 14/14BT TV / University of Kansas.
- "CTV News 4/26/96" CTV / Colorado State University.
- "CUTV Newscenter This Week", 1 CUTV / California University of Pennsylvania

09 Talk/Magazine Program for Radio

- "Number One Show" WNYU FM / New York University.
- "Athens AM", WDOG / University of Georgia.
- "To the Point", WDOS / Hobart & William Smith Colleges.
- "Focus", WJPZ / Syracuse University.
- "Bolstra's Morning Wake Up Call", WRBU FM / Bolstra University.

10 Talk/Magazine Program for Television

- "Studio One Show 148", Studio One / University of North Dakota.
- "Cyberia 17", KYR9 / University of Texas at Austin.
- "Norwich Today" Woodstock, VT" NUTV / Norwich University.
- "Timeline", WDMC TV / Roosevelt High School.
- "On the Hill" UATV / University of Arkansas

11 COMEDY CENTRAL Television Comedy

- "Vicious Cyclone II, Episode II" KYR9 / University of Texas at Austin.
- "The Show, Episode 21" MSU Telecasters / Michigan State University.
- "Daly City's Garage" EIV / Emerson College.
- "Nocturnal Transmissions" GSTV / SUNY Geneseo.
- "Jelly Donut" CCM Channel 3 / DePauw University.

12 Creative Production in Radio

- "WSPX / Luzerne County Community College, "OSPN Olympic Show"
- "WSPX / Luzerne County Community College, "WSPX Holiday Show"
- "WGLS FM / Rowan College of New Jersey, "It Was Actually Mrs. Insana's Driveway"
- "WGLS FM / Rowan College of New Jersey, "Early Bird Special"
- "WGLS FM / Rowan College of New Jersey, "Rowan '95 "The Profs Return to Glory"

13 **BUNSEVILLJX** Documentary/Narrative

- "WGLS FM / Rowan College of New Jersey, "Exceptional or Experimental"
- "WDMC / North Central College, "Alcohol Abuse"
- "WMUL / Marshall University, "Soldier by Chance: The Life and Times of Albert Gallatin Jenkins of Greenbottom, VT"
- "WMUL / Marshall University, "Oklahoma: We Remember"
- "KALX / University of California Berkeley, "Affirmative Action"

14 **FE** / THE HISTORY CHANNEL Documentary

- "KYR9 / University of Texas at Austin, "Quiet Pictures: The Photojournalism of Margaret Thomas"
- "EIV / Emerson College, "The Making of the Magic '95 ETTY's"
- "NUTV / Norwich University, "Boston Hockey"
- "Channel 42 / Dutchess Community College, "Learning in Progress: No Place Called Home"
- "Channel 42 / Dutchess Community College, "Learning in Progress: Unsung Heroes"

15 **HBO** Drama/Narrative

- "ICTV / Ithaca College, "Semesters Vol. IV, Episode II"
- "WNYU TV / SUNT Fredonia, "Credit Hours Vol. III, Episode 4"
- "EIV / Emerson College, "In a Land Far Away"
- "EIV / Emerson College, "This is Not a Sales Call"
- "Cable 13 / Duke University, "Ivy Tower Episode 4: Hard Times"

16 **BMI** DJ Aircheck

- "WTUA / University of Alabama, "Lee & Wolfe."
- "WMST / Mississippi State University, "Creopatra"
- "WWSF FM / University of Wisconsin Stevens Point, "The Greener Side," Lenny Green
- "KESM AM / Palomar College, "Tony Brittan Aircheck," Tony Brittan
- "KTCC / Colby Community College, "Bawkeye Phillips," Phil Brucker

17 **MTV** Music Video Program

- "KYR9 / University of Texas at Austin, "See, Episode 18"
- "WMST FM in association with The Television Center / Mississippi State University, "Alternative Vision"
- "FYSC / Port Valley State College, "Gospel Connections"
- "FYSC / Port Valley State College, "The Beat"
- "FYSC / Port Valley State College, "Phat Jamz"

18 Station of the Year

- "WGLS FM / Rowan College of New Jersey
- "KESM AM / Palomar College
- "WMUL FM / Marshall University
- "KWTS / West Texas A&M University
- "WMST FM / Mississippi State University

19 Faculty/Staff Advisor of the Year

- "Drew Jacobs" WBZC / Burlington County College.
- "Michael Black" WEOS / Hobart & William Smith Colleges.
- "Dell Kennedy" WAWA / Glenbrook South High School.
- "Dr. Charles G. "Chuck" Bailey" WMUL / Marshall University.
- "Warren "Kori" Kozieski" WBSU / SUNT Brockport.

Many thanks to all our members for taking part in National '96.
Hope to see you next year.

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9TH

ANNUAL NATIONAL CONFERENCE OF STUDENT ELECTRONIC MEDIA

NO MATTER WHERE YOUR FUTURE IS HEADED, NACB CAN GET YOU THERE FASTER. THE NATIONAL '96 IS DESIGNED TO KEEP YOU ON TRACK WITH ADVANCEMENTS IN THE INDUSTRY. NETWORK WITH OTHER STUDENTS, FACULTY AND PROFESSIONALS THROUGH INFORMATIVE SEMINARS AND WORKSHOPS. ACQUIRE THE KNOWLEDGE NECESSARY TO HELP YOUR STATION ACHIEVE ITS BEST, AND TO PREPARE YOU FOR WHAT LIES AHEAD.

SCHEDULE

THURSDAY, NOVEMBER 7, 1996

12 pm Registration Opens
1 pm - 5 pm Media Workshop & Exhibits
2 pm Seminar Sessions begin
5 pm - 6 pm Opening Welcome

FRIDAY, NOVEMBER 8, 1996

8:30 am Faculty Forums
9 am Registration Opens
10 am - 6:30 pm Media Workshop & Exhibits,
Seminar Sessions
3:00 - 4:15 pm NACB Business Meeting & Elections

SATURDAY, NOVEMBER 9, 1996

8:30 am Faculty Forums
9 am Registration Opens
10 am - 4:45 pm Seminar Sessions
6:00 pm NACB Awards Dinner
7:00 pm Keynote Address
6th Annual National Student
Radio & National Student TV
Programming Awards Ceremonies

SUNDAY, NOVEMBER 10, 1996

9:30 - 12 pm Food For Thought Brunch



SEMINARS

NEWS & VIEWS

Careers in News
Election '96
First Amendment Revisited
International Programming
News Programming Resources
Student News

THE MUSIC INDUSTRY

Independent Labels
Music Licensing: Radio
Music Licensing: Television
Music Trades
Record Company Relations
The Compilation CD

MANAGEMENT & MEMBERSHIP

Ask an Engineer
Business Law for Broadcasters
Managing Student Television
Managing Student Radio
Upgrading Your Station
Working with your Budget

RADIO

From Aircheck To Paycheck
Improving Voice Performance
Multicultural Radio
Phasing in Digital Production
Starting a Student Radio Station
Your issues, Your airwaves

TV PROGRAMMING

Better Sports Coverage
Essentials of Program Development
Documentary Programming
Producing Comedy
Starting a Student TV Station
Talk vs. Trash

SALES & PROMOTIONS

Effective Sales Tools
Fundraising & Development
On-Air Promotions
Rate Cards & Media Kits
Selling on the 'Net
Student Radio Cooperative

TECHNOLOGY FRONTIERS

Designing for the Web
Digital Video
Futures Roundtable
'Net Ethics
Real Audio - live (Broadcasting on
the Internet)
So You've Got a Web Page - Now What?

FACULTY FORUMS

Building Bridges to the
Outside World
F/S Board Meeting
Methods of Advising
New Advisers/New Ideas
Teaching Sales & Underwriting
The Internet as a Learning/
Teaching Tool

Plus...The NACB Annual Business
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Showcases and more!

MEDIA WORKSHOP

NACB's Media Workshop
demonstrates the latest
innovations in technology.
Exhibitors offer useful tips on how
to improve your production and
utilize programming resources.
These workshops feature
interactive and educational
seminars covering audio and video
production, equipment
maintenance, non-linear editing
and internet applications.

MEDIA IN TRANSIT

REGISTRATION

REGISTRATION RATES: Registration rates are \$80/person (member) and \$95/person (non-member) until October 24, 1996. Rates after October 24 are \$90/person (member) and \$105/person (non-member). These rates cover all events for all four days including the NACB Awards Dinner, and Food For Thought brunch.

3 WAYS TO REGISTER OR OBTAIN MORE INFORMATION: Call NACB at 401-863-2225, Fax NACB at 401-863-2221, or email: NACB@BROWN.EDU

INCLUDE THE FOLLOWING INFORMATION: Head delegate, additional registrants, school, station/dept., address and phone number.

ACCOMMODATIONS: Biltmore Hotel at 401-421-0700, Westin Hotel at 401-598-8000, Holiday Inn at 401-831-3900

Be sure to specify that you are attending the NACB National. Hotel reservations must be made by October 24, 1996; late reservations will be accepted on a space-available basis.

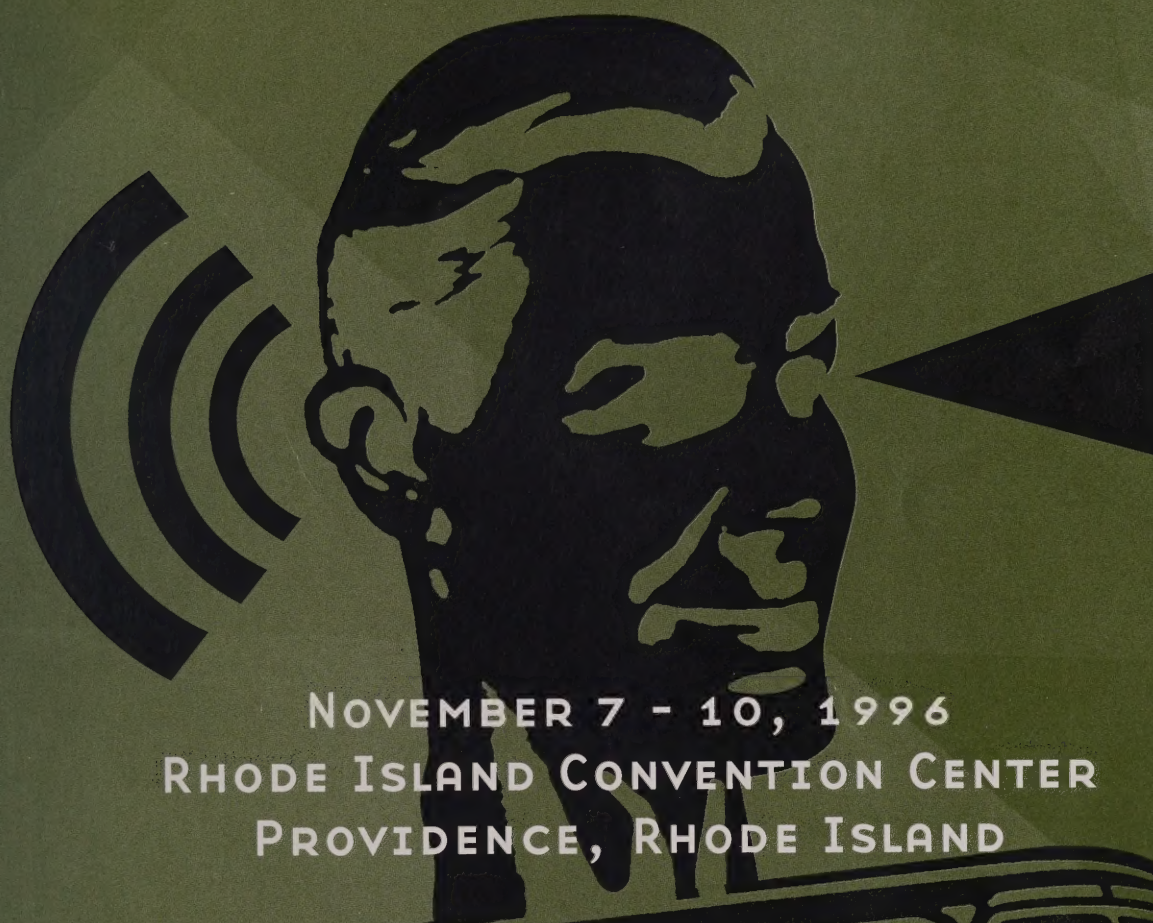
DISCOUNT TRAVEL: Travel Concepts: 800-983-6900, contact Susan Hamilton. Dollar Rent A Car: Call 800-800-4000; refer to #NA1229, AMTRAK: 800-USA-RAIL; refer to FARE CODE X-51C-926

NOVEMBER 7 - 10, 1996

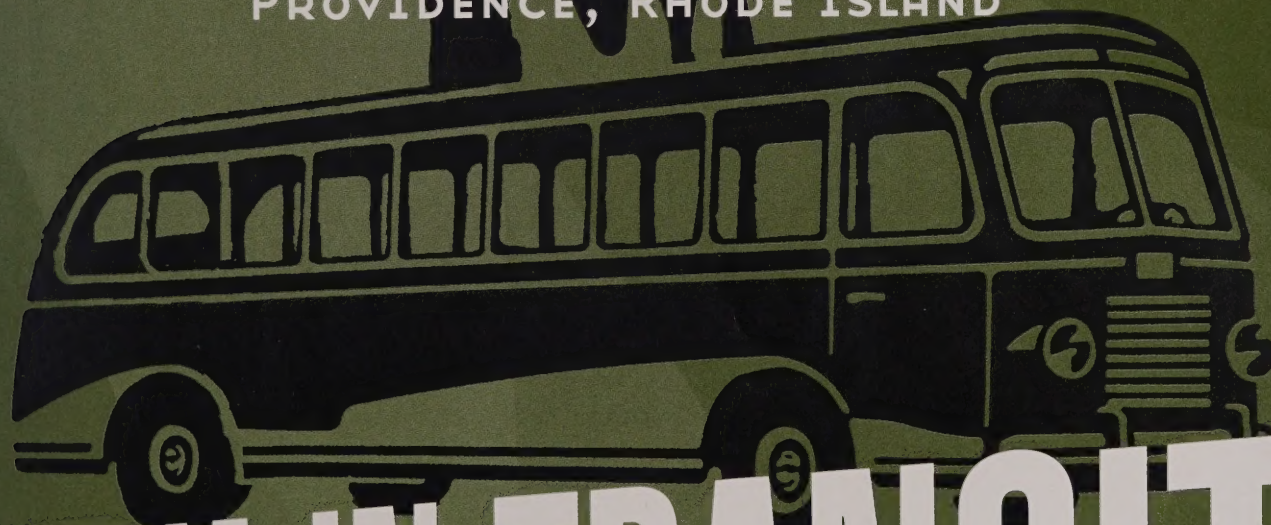
RHODE ISLAND CONVENTION CENTER

PROVIDENCE, RHODE ISLAND

9TH ANNUAL NATIONAL CONFERENCE OF STUDENT ELECTRONIC MEDIA



**NOVEMBER 7 - 10, 1996
RHODE ISLAND CONVENTION CENTER
PROVIDENCE, RHODE ISLAND**



MEDIA IN TRANSIT

NATIONAL ASSOCIATION OF COLLEGE BROADCASTERS

MEDIA IN TRANSIT

ABOUT NACB

The National Association of College Broadcasters (NACB) is the trade organization for student electronic media. Founded in 1988, NACB exists so that the student media community will have an accessible resource for advice and information, and a venue for exchanging ideas and innovative concepts. NACB provides educational opportunities for individuals with an interest in media and communications, and offers a wide range of services to meet the dynamic needs of its members. We encourage student stations to attain the highest possible standards, thereby enhancing the communities they serve.

NACB is a member-run, non-profit organization. The Executive Board is composed of students and faculty from member stations. NACB's National Office staff are drawn from the student media and non-profit sectors.

CONFERENCES

The vision of NACB is realized through its commitment to bring together the students and faculty whom it serves. NACB conferences offer a unique forum for students and media personnel to learn from each other through seminars and workshops.

COLLEGE BROADCASTER

Respected by students and professionals alike, *College Broadcaster* is a member-only publication covering news that affects the educational community. Highlighting changes taking place within student media, the magazine offers a comprehensive mix of articles and features geared towards radio and television managers and staff in every department of the station.

U NETWORK®

U Network® is creative, young and on the edge. The student-produced, affiliate-run national satellite network for student television brings the best of student programming to campuses hungry for entertainment and issues that affect them. As U Network producers, students are challenged to develop innovative and quality programming in comedy, drama, experimental, news and other genres.



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News Director
Promotions Director
Sales Director
DJ
Journalist
Producer/Director
Writer
Radio Engineer
Television Engineer
Communications Educator
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Coordinator of Media Services
Media Equipment Supplier
Non-Profit or Community Based Organization
Record Company
Visionary

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FROM HERE.**

NACB

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Providence, RI

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